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ABSTRACT

This publication presents results of the Voluntary Support of Education Survey (VSE), which is designed to obtain information about the private support of education. Specifically, the survey gathered data about the amounts, sources, donor-specified purposes, and forms of private gifts, grants, and bequests received by educational institutions for funds raised for fiscal year 1995. Questionnaires were mailed to almost 2,900 institutions of higher education and to over 1,100 private elementary and secondary schools. The overall college and university participation rate was 45 percent; the overall response rate for elementary-secondary private schools was 40 percent. Data indicate that voluntary support of higher education climbed an estimated $400 million to a total of $12.75 billion, only a 3.2 percent increase over the previous year. Together, alumni and nonalumni individuals gave 5.3 percent more in 1994 in current dollars than they did in 1995, and foundations decreased their support by 3.1 percent in current dollars. As for private elementary and secondary schools, increases in giving for current operations and capital purposes have failed to keep pace with the increases in higher education donations. The bulk of the report consists of tables that present institutional data on total voluntary financial support, voluntary support for current operations, sources of voluntary support, planned gifts, alumni gifts, gifts of property, corporation matching gifts, total expenditures, and enrollment. Five summary tables, 25 other tables, and 17 figures are included. (LMI)

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# Voluntary Support of Education 1995

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## About the Council for Aid to Education

The Council for Aid to Education is the only national not-for-profit organization that focuses exclusively on education and private giving, with particular attention to corporate giving. Our primary mission is to inform, strengthen, and enhance the impact of corporate support of education at all levels. Effective 1996, the Council for Aid to Education became an independent subsidiary of RAND, a not-for-profit research organization based in Santa Monica, California.

At the Council for Aid to Education, we:

- provide corporations with advice and assistance in identifying and developing effective national, regional, and local programs of education support;
- offer thoughtful analysis and commentary on key aspects of education policy and practice;
- collect, interpret, and disseminate data on educational philanthropy for the funding community, for educators and educational policymakers, and for government decisionmakers;
- act as a source of information and expertise not only for corporations but also for the media, for researchers, and for civic and community leaders interested in private support of education.

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# Voluntary Support of Education 1995

David R. Morgan
Vice President for Research

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# Preface

**Roger Benjamin**
President, Council for Aid to Education
Director, RAND Institute on Education and Training

The Voluntary Support of Education Survey (VSE) has been conducted by the Council for Aid to Education as a public service for over 40 years. The VSE is a unique and invaluable resource for everyone involved in education-related fundraising.

The Council for Aid to Education (C A E) after operating for many years as a self-governing, not-for-profit organization, in 1996 became an independent subsidiary of RAND, a not-for-profit research institution based in Santa Monica, California. C A E is closely affiliated with RAND's Institute on Education and Training (I E T), a center concerned with all aspects of the nation's education and training. We are together developing a strategic plan that capitalizes on collaborative opportunities afforded by our new partnership.

What will this mean for the V S E and its primary users, the education community? For the immediate future, projects initiated at C A E prior to the new affiliation are continuing, even accelerating. The most exciting project in this regard is the development of a C A E Web site, a significant portion of which will be devoted to the V S E. By posting on-line summary figures and tables of V S E survey findings, and by providing a search engine, we will make it possible for users to access information from the survey more quickly and easily. And this fall, look for significant changes in the way the V S E survey is managed, from distribution of survey materials to dissemination of survey results. We aim to exploit Web technology in order to control costs while improving V S E-related and other services.

Over the longer run, I expect many positive consequences to flow from the C A E / I E T partnership. Both organizations ultimately aim to improve the quality and effectiveness of education. C A E, especially through efforts to enhance the relationship between education institutions and private-sector support, and I E T, through rigorous research on education problems and issues, policy analysis, and technical assistance.

During the next few years, we intend to expand the range of services that C A E and I E T can offer to educational institutions, funders, and policy-makers. For instance, institutions will increasingly need better information on other revenue streams in addition to private support — federal research and development expenditures and private contract expenditures to name just two. We intend to meet these needs, and needs for better information about other demographic and fiscal trends that affect institutions' missions, plans, and financial health. C A E and I E T will be able to help institutions and various education agencies respond effectively to changing conditions with new environmental scanning and strategic planning services, services such as I E T is currently piloting in California and elsewhere.

Higher education — taken as a system — is going to experience increasing pressure to consolidate and contract units, with profound implications for individual institutions. Work underway at C A E and I E T will help institutions respond effectively to this pressure. New information, analysis, strategic tools, and services will help higher education managers, funders, and policy-makers cope more effectively with a complex and uncertain future.

Please accept my invitation to contact me directly with any ideas, questions, or suggestions you may have about C A E and I E T.



## Additional Sponsors of the VSE Survey

**The Council for Advancement and Support of Education (CASE),** Washington, DC, is a professional educational association with 2,850 institutional members which offers programs of professional development and acts as a public affairs arm for U.S. educators. Participants in its programs include fundraisers, alumni administrators, communicators, government relations officers, and the managers of these functions in postsecondary and secondary institutions.

**The National Association of Independent Schools (NAIS),** Washington, DC, is a nonprofit voluntary membership association of nearly 1,000 schools in the U.S. and overseas serving a total enrollment of 440,000 students. Its administrative and academic services to member schools include research reports, periodicals, and manuals; an employment clearinghouse for school administrators; and leadership and professional development for teachers, administrators, and school trustees.

# Contents

## National Estimates for Higher Education


Voluntary Support Overall ..... 1
Purposes of Support ..... 2
Sources of Support ..... 2
Estimates for Four- and Five-Year Institutions ..... 3
Future Trends for Higher Education ..... 4


## 1995 Survey Results

### Higher Education


Who Received the Support ..... 6
Who Gave the Support ..... 7
Donor-Placed Restrictions on Support ..... 8
Special Forms of Giving ..... 12
Alumni Giving ..... 13
Support from Governing Board Members ..... 13
Size of Gifts ..... 14
Significance of Largest Gift ..... 15
Top 20 Gifts ..... 16


### Private Elementary and Secondary Education


Independent Schools
Overall ..... 18
Sources of Support ..... 19
Purposes of Support ..... 19
Special Forms of Giving ..... 20
Alumni Giving ..... 21
Parent Giving ..... 21
Trustee Giving ..... 21
Support, Expenditures & Endowment ..... 21
Top Schools in Endowment ..... 22
Top Schools in Support ..... 23
Seventh-day Adventist Schools ..... 23


## Summary Tables


A. Summary of Voluntary Support, 1995 ..... 26
B. Voluntary Support Cost Comparisons, 1995 ..... 27
C. Voluntary Support of Higher Education, 1985-1995 ..... 28
D. Estimated Voluntary Support of Higher Education, 1992-1995 ..... 29
E. Voluntary Support and Cost Comparisons, Private Independent Elementary and Secondary Schools, 1995 ..... 30


## Methodology


Background ..... 31
What Is Voluntary Support? ..... 31
Participation ..... 31
Estimates vs. Reported Results ..... 32
Definitions of Reporting Categories ..... 33
The Carnegie Classification ..... 34
Notes on the Institutional Data ..... 34


## Institutional Data

### Higher Education


Research and Doctoral Institutions ..... Data Page 1
Masters Institutions ..... Data Page 7
Liberal Arts Institutions ..... Data Page 19
Specialized Institutions ..... Data Page 29
Two-Year Institutions ..... Data Page 35


### Private Elementary and Secondary Education


Independent Schools ..... Data Page 41
Seventh-day Adventist Schools ..... Data Page 55


### Index to the Institutional Data


Higher Education ..... Data Page 57
Private Elementary and Secondary Education ..... Data Page 65

# 1995 National Estimates for Higher Education

## Voluntary Support Overall

Voluntary support of higher education climbed an estimated $400 million to $12.75 billion during the academic year ending June 1995 (Table 1 and Figure 1). The $400 million increase over the 1994 estimate of $12.35 billion represents a rise of just 3.2 percent and is the smallest increase since 1987. Support had risen a robust 10.3 percent in 1994.

In constant 1995 dollars as deflated by the Consumer Price Index (CPI), support climbed 0.3 percent. The increase would be essentially the same if the Higher Education Price Index (HEPI) were used instead.

- Since 1980, support has grown 301 percent in current dollars and 93 percent in constant dollars as CPI.
- If annually large gifts from the Annenberg Foundation to the University of Pennsylvania and the University of Southern California in 1994 had a significant impact on the year-to-year comparisons.

If these gifts, totaling $247 million, are removed from the 1994 figures to obtain an "Annenberg-free" measure of the aggregate change in support to higher education, the increase in 1995 contributions over 1994 becomes 5.1 percent in current dollars and 2.1 percent in inflation-adjusted dollars, still not very strong by 90s.

Voluntary support clearly responds to economic trends (Figure 2):

- As the Gross Domestic Product (GDP) changes, so eventually does voluntary support.
- But the performance of the stock market as measured by the New York Stock Exchang Index (NYSE) is a better short-term predictor of voluntary support. The dips and rises of the NYSE tend to be mirrored by voluntary support within a year.
- The relationship of support to economic trends be... ...ears clearest if gifts for current operations and capital purposes are viewed separately (Figure 3).

Figure 1
Estimated Voluntary Support of Higher Education
Billions of dollars

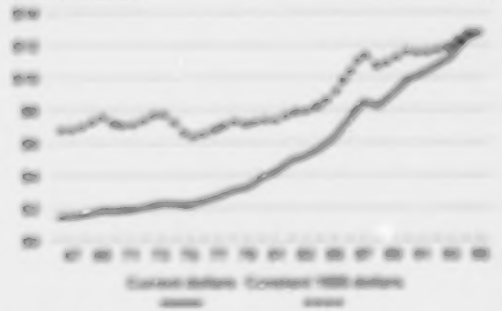



Figure 2
Estimated Voluntary Support and the Economy
Percent increase over 1995 amount (constant dollars)

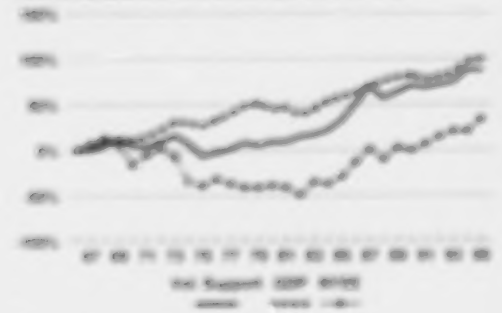


Figure 3
Estimated Support by Major Purpose
Billions of constant 1995 dollars

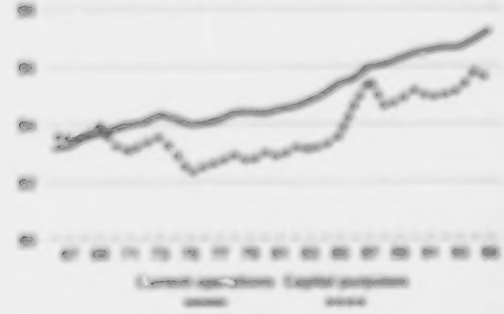



Table 1
Estimated Voluntary Support of Higher Education, by Source and Purpose, 1995
(Dollars in millions)

| | 1993 | 1994 | 1995 | Percentage Change, 1995 v. 1994 adj. for CPI | Percentage Change, 1995 v. 1993 adj. for CPI |
|---|---|---|---|---|---|
| Total Voluntary Support | $11,900 (100%) | $12,350 (100%) | $12,750 (100%) | 3.2 | 9.9 |
| **Sources** | | | | | |
| Alumni | $3,540 (30%) | $3,415 (28%) | $3,600 (28%) | 5.6 | 16.7 |
| Nonalumni Individuals | 2,730 (23) | 2,805 (23) | 2,940 (23) | 5.0 | 11.4 |
| Corporations | 2,170 (18) | 2,515 (20) | 2,560 (20) | 2.0 | 0.4 |
| Foundations | 1,935 (16) | 2,540 (21) | 2,460 (19) | -3.1 | 8.2 |
| Religious Organizations | 240 (2) | 240 (2) | 250 (2) | 4.2 | -12.5 |
| Other | 700 (6) | 850 (7) | 940 (7) | 10.6 | 13.8 |
| **Purposes** | | | | | |
| Current Operations | $6,440 (56%) | $6,710 (54%) | $7,230 (57%) | 7.7 | 12.3 |
| Capital Purposes | 4,360 (44) | 5,640 (46) | 5,520 (43) | -2.1 | 8.9 |
| **Price Indices (1995=100)** | | | | | |
| Consumer (CPI) | 94.5 | 97.1 | 100.0 | 3.0 | 10.4 |
| Higher Education (HEPI) | 93.8 | 97.3 | 100.0 | 2.9 | 19.3 |

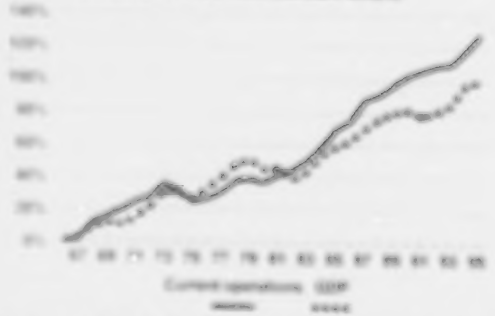
Figures in parentheses are percentages of total and may not sum to 100% due to rounding.
HEPI: Higher Education Price Index source: Research Associates of Washington

## Purposes of Support

Support for **current operations** climbed 7.7 percent, better than the 6.5 percent rise in 1994 (*Table 1*). In constant dollars (8.8% the increase was 4.7 percent.

- Over the past thirty years, gifts for current operations have climbed almost every year.
- Shifts in support for current operations tend to mirror shifts in Gross Domestic Product (*Figure 4*). For instance, the drop from 1973 to 1975 coincides with a recession. Without necessarily implying any causal relationship, GDP has been a good long-term predictor of gifts for current operations.
- Since the early 1980's, increases in gifts for current operations have outpaced GDP growth. Several factors are probably behind this, including positive effects of a larger and older alumni base and the impact of a generally growing stock market (although its impact is more evident in relation to capital purpose gifts).

Figure 4
Current Operations Giving vs. GDP
Percent increase over 1969 amount (constant dollars)




Support for **capital purposes** (buildings and equipment, endowment, retirement of debt), which is often provided in the form of large gifts of appreciated property (particularly securities), fell 2.1 percent in 1995, after climbing a whopping 15.3 percent in 1994. In constant dollars (8.8%), gifts for capital purposes fell 4.9 percent in 1995 after rising 12.3 percent in 1994 (*Table 1*).

- Without necessarily implying a causal relationship, stock market performance is a good predictor of gifts for capital purposes (*Figure 5*), probably serving as an indicator of individuals' and foundations' perceptions of accumulated wealth. Individuals are responsible for almost two-thirds of capital purposes gifts.
- The Annenberg gifts were both made as additions to endowment. If removed from the 1994 figures, gifts for capital purposes still show a weak 2.4 percent increase in current dollars and a 0.6 per cent decline in inflation-adjusted dollars.

Figure 5
Capital Purposes Giving vs. NYSE
Percent increase over 1969 amount (constant dollars)

- Even more telling on the 1995 decline in capital purposes giving was the poor performance of the stock market in 1994, with the NYSE Index down 0.6 percent at year-end. Calendar year-end is, of course, a critical time of decision for capital purpose gifts, many of which are made in the form of appreciated securities and with close attention to their tax consequences.

## Sources of Support

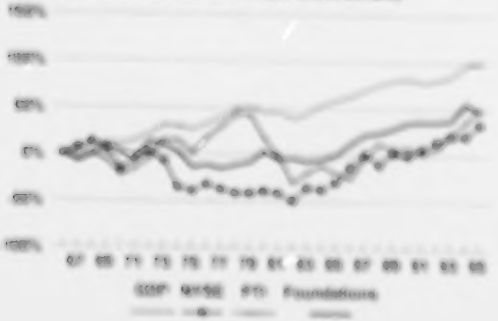
Voluntary support trends are also clarified if support is broken down by major donor groups (*Table 1*):

- **Alumni** donations rose 5.6 percent in 1995 (versus 14.4 percent in 1994) to $3.6 billion, and accounted for 28 percent of the year's total support. In constant dollars, alumni support was up 2.5 percent. Constant dollar increases by this group have averaged 6.1 percent annually over the last 10 years (*Figure 6*).
- **Nonalumni individual** donations rose 5.0 percent, after 1994's strong 10.7 percent increase, and accounted for 23 percent of all support. This represents a 2.5 percent increase in constant dollars. Constant dollar increases by this group have averaged 4.2 percent annually over the last 10 years.

Figure 6
Estimated Support by Individuals
Billions of constant 1995 dollars

- Together, alumni and nonalumni individuals (the sources of half of all voluntary support) gave 5.3 percent more than in 1994 in current dollars, and 2.3 percent more in constant dollars.
- After contributing strongly to the overall rise in 1994, **foundations** decreased their support of higher education by 3.1 percent in 1995 (down 4.9 percent in constant dollars), the first decline since 1975. Foundation gifts accounted for 19 percent of all contributions. But the foundation comparison was particularly affected by the two large Annenberg Foundation gifts. Without them, foundation giving

Figure 7
Foundation Support vs. Economic Indicators
Percent increase over 1969 amount (constant dollars)



would have risen 4.2 percent in current dollars and 1.7 percent in inflation-adjusted dollars if sport 7's Foundation giving has climbed an average of 4.1 percent annually over the last 10 years.

- Reclaiming its position as the third largest contributing category (at 24 percent), **corporate** contributions again climbed modestly — up 2.9 percent in current dollars, but down 0.9 percent in constant dollars. Corporate contributions have climbed an average of just 1.4 percent in constant dollars over the last 10 years.

**Figure 8**

**Corporate Support vs. Economic Indicators**

- Until the late 1970's, shifts in corporate contributions to all causes followed corporate pretax income (PTI) rather closely, staying below 1 percent of PTI. However, corporate contributions have risen dramatically since the late 1970's while pretax income, until the last few years, has languished (Figure 8).
- Since 1982, corporate contributions to all causes have ranged between 1.7 and 2.2 percent of PTI, unprecedented levels. However, these figures reflect more than an increased corporate commitment to education and other social causes.
- During the 1980's, there was dramatic growth in the size of losses reported by companies operating at a deficit. For instance, operating losses were $38 billion in 1980 and $191 billion in 1991.
- The 1991 PTI figure of $181 billion is the net of a positive $371 billion reported by profitable companies less $191 billion in losses reported by companies operating at a deficit.
- If the deficit figures are backed out of the PTI figures for the 1980s, the rate of contributions to PTI drops to around 1.1 percent, still a significant increase over the pre-1980 historical level and probably a better indicator of the increased corporate commitment to social causes.

- Donations from **religious organizations** rose 4.2 percent, and giving by **"other organizations"** (clubs, unions, fund-raising consortia, etc.) climbed 10.6 percent. Religious and other organizations together account for about 9 percent of total voluntary support.

## Estimates for Four- and Two-Year Institutions

The trends presented so far have concerned higher education viewed in the aggregate. As colleges and universities know, these aggregate trends do not always obtain for all types of institutions, nor indeed for all institutions within a given type.

CAE does not estimate total giving to each type of higher education institution that it tracks through the annual Voluntary Support of Education survey (public and private research/doctoral universities, masters universities, liberal arts colleges, and the rest). Actual survey results from one year to the next, however, do provide detailed indication of the fundraising experience of each type of institution (see pages 6-17). Particularly, see *Figure 14* (page 7) for a comparison of the relative importance voluntary support plays in covering expenditures at different types of public and private institutions.

Multi-year voluntary support trend reports (based on VSE survey results) for specific Carnegie classification groups (e.g., Research I universities, Liberal Arts II colleges, etc.) or for institution-specified groups of comparison institutions are available from CAE through its *VSE Profile* service (see inside back cover).

Because of the profound differences between two- and four-year institutions, however, separate multi-year estimates for them are presented below.

### Four-Year Institutions

- *Total expenditures*, both capital and operating outlays, are estimated to have been $177.3 billion in the 1993 academic year (derived from Department of Education figures), an increase of 4.7 percent over the previous year and the smallest year-to-year increase since at least 1977. The 1994 increase was 5.2 percent (see *Table 2a*).
- Expenditures per student, adjusted for inflation, climbed 2.6 percent over the previous year.
- Voluntary support per student stood at $887 (constant dollars) in 1976, the low point of the last 20 years. Since then it has climbed to a high of $1,431 in 1987, not much more than its current level of $1,427.
- From its 20-year low of 6.4 percent in 1976, voluntary support as a percent of expenditures moved upward, reaching a high of 8.3 percent of expenditures in 1987. Through 1993, it has gradually slipped to 6.7 percent of expenditures. In 1994, however, the trend reversed and support climbed to 7.1 percent of expenditures. In 1995, it fell slightly to 7.0 percent of expenditures.
- Over the longer run, voluntary support should increase as a percentage of expenditures, given slow enrollment growth, pressures to control expenditures, and continuing increases in giving from the major donor categories. But annual growth in the best of times will be on the order of tenths of a percent of expenditures.

**Table 2a**

***Four-Year Institutions — Voluntary Support in Relation to Enrollment, Inflation, and Expenditures***

| | Total[a] Enrollment (thousands) | CPI (1967=100) | Institutional Expenditures | | | Estimated Voluntary Support | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | Total (billions $) | $ Per Student | | Total (billions $) | $ Per Student | | As % of Inst. Expend. |
| | | | | Current | Constant | | Current | Constant | |
| 1975-76 | 7,279 | 38.8 | 39.9 | 5,128 | 13,852 | 2.350 | 326 | 895 | 5.9 |
| 1976-77 | 7,329 | 39.5 | 39.9 | 5,600 | 14,346 | 2.570 | 368 | 935 | 6.5 |
| 1977-78 | 7,381 | 41.8 | 42.7 | 5,808 | 14,155 | 2.975 | 411 | 985 | 7.0 |
| 1978-79 | 7,252 | 45.9 | 46.9 | 6,465 | 14,243 | 3.160 | 437 | 974 | 6.7 |
| 1979-80 | 7,353 | 51.6 | 53.1 | 7,228 | 13,996 | 3.720 | 506 | 980 | 7.0 |
| 1980-81 | 7,571 | 57.6 | 60.2 | 7,952 | 13,777 | 4.140 | 547 | 952 | 6.9 |
| 1981-82 | 7,553 | 62.5 | 65.8 | 8,695 | 13,785 | 4.755 | 621 | 983 | 7.2 |
| 1982-83 | 7,434 | 65.2 | 70.9 | 9,552 | 14,189 | 5.050 | 680 | 1,011 | 7.1 |
| 1983-84 | 7,581 | 67.7 | 76.5 | 9,997 | 14,627 | 5.475 | 707 | 1,044 | 7.1 |
| 1984-85 | 7,715 | 72.3 | 84.1 | 10,905 | 15,018 | 6.170 | 800 | 1,138 | 7.3 |
| 1985-86 | 7,779 | 75.3 | 92.4 | 11,875 | 15,554 | 7.220 | 936 | 1,204 | 7.8 |
| 1986-87 | 7,824 | 78.0 | 100.1 | 12,791 | 17,296 | 8.280 | 1,058 | 1,431 | 8.3 |
| 1987-88 | 7,922 | 81.1 | 107.7 | 13,479 | 17,704 | 7.670 | 960 | 1,255 | 7.4 |
| 1988-89 | 8,156 | 85.6 | 118.2 | 14,643 | 17,917 | 8.665 | 1,074 | 1,314 | 7.3 |
| 1989-90 | 8,338 | 90.5 | 130.4 | 15,547 | 18,406 | 9.520 | 1,133 | 1,341 | 7.3 |
| 1990-91 | 8,412 | 95.0 | 142.5 | 16,640 | 19,106 | 9.950 | 1,163 | 1,335 | 6.9 |
| 1991-92 | 8,727 | 97.5 | 152.4 | 17,572 | 19,044 | 10.374 | 1,191 | 1,290 | 6.8 |
| 1992-93 | 9,134 | 98.5 | 161.2 | 18,375 | 19,473 | 10.940 | 1,237 | 1,335 | 6.7 |
| 1993-94 | 9,140 | 97.7 | 169.1 | 19,164 | 19,868 | 11.975 | 1,370 | 1,471 | 7.1 |
| 1994-95 | 9,067 | 100.0 | 177.3 | 20,460 | 20,460 | 12.370 | 1,427 | 1,427 | 7.0 |
| Cumulative percentage change over 1975-76 amount | | | | | | | | | |
| 1976-77 | 1% | 2% | 0% | 12% | 4% | 11% | 12% | 5% | 2% |
| 1977-78 | 1% | 14% | 7% | 13% | 2% | 26% | 26% | 11% | 9% |
| 1978-79 | 0% | 18% | 17% | 26% | 3% | 34% | 34% | 9% | 9% |
| 1979-80 | 1% | 33% | 33% | 41% | 1% | 58% | 55% | 11% | 10% |
| 1980-81 | 3% | 48% | 51% | 55% | 3% | 79% | 68% | 7% | 8% |
| 1981-82 | 4% | 71% | 68% | 70% | 1% | 102% | 80% | 12% | 13% |
| 1982-83 | 2% | 79% | 78% | 86% | 2% | 114% | 102% | 14% | 11% |
| 1983-84 | 4% | 86% | 92% | 95% | 2% | 138% | 116% | 18% | 12% |
| 1984-85 | 6% | 99% | 111% | 113% | 1% | 132% | 119% | 18% | 12% |
| 1985-86 | 7% | 106% | 131% | 132% | 1% | 152% | 140% | 28% | 15% |
| 1986-87 | 8% | 113% | 158% | 149% | 2% | 207% | 187% | 46% | 22% |
| 1987-88 | 9% | 120% | 177% | 163% | 2% | 252% | 224% | 62% | 29% |
| 1988-89 | 11% | 134% | 202% | 186% | 3% | 238% | 209% | 46% | 16% |
| 1989-90 | 12% | 148% | 229% | 203% | 3% | 268% | 229% | 48% | 15% |
| 1990-91 | 13% | 161% | 254% | 224% | 3% | 302% | 247% | 52% | 14% |
| 1991-92 | 15% | 165% | 277% | 238% | 3% | 320% | 253% | 48% | 9% |
| 1992-93 | 17% | 167% | 303% | 258% | 4% | 347% | 269% | 48% | 7% |
| 1993-94 | 17% | 165% | 326% | 274% | 4% | 393% | 279% | 47% | 5% |
| 1994-95 | 16% | 169% | 350% | 299% | 4% | 408% | 320% | 59% | 11% |
| 1995-96 | 15% | 177% | 382% | 331% | 5% | 429% | 337% | 61% | 9% |

[a] Source: Department of Education, Table 95-1 (E) estimates. The enrollment figures reflect full- and part-time students, not FTE.

**Two-Year Institutions**

- Total expenditures, both capital and operating outlays, are estimated to have been $23.3 billion in the 1995 academic year (see Table 2b), an increase of 5.9 percent (derived from Department of Education figures).
- Expenditures per student, adjusted for inflation, were up 5.7 percent from the previous year. Enrollment declined 2.7 percent in 1995.
- Voluntary support per student is estimated to have been $58 (constant dollars) in 1976. It fell to a low of $35 in 1981, and then gradually moved upward to a high of $69 in 1990, about where it is today. These estimates should be considered quite tentative given the low participation rate of two-year institutions in the survey. In any case, support per student at two-year colleges overall has been, is, and will remain small.
- From a low of 6.8 percent in 1976, support as a percent of expenditures has been slowly climbing and currently stands at 7.6 percent of expenditures.



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**Table 2b**

**Two-Year Institutions -- Voluntary Support in Relation to Enrollment, Inflation, and Expenditures**

| Year | Total* Enrollment (Thousands) | CPI (1967=100) | Institutional Expenditures Total* (billions $) | $ Per Student Current | $ Per Student Constant | Estimated Voluntary Support Total (billions $) | $ Per Student Current | $ Per Student Constant | As % of Inst. Expend. |
|---|---|---|---|---|---|---|---|---|---|
| 1975-76 | 3,972 | 161.9 | 6.7 | 1,700 | 4,629 | 0.055 | 14 | 38 | 0.8 |
| 1976-77 | 3,963 | 170.5 | 7.3 | 1,881 | 4,918 | 0.063 | 16 | 42 | 0.8 |
| 1977-78 | 4,040 | 181.5 | 7.8 | 1,932 | 4,834 | 0.065 | 16 | 39 | 0.8 |
| 1978-79 | 4,228 | 195.4 | 8.4 | 2,077 | 4,958 | 0.070 | 17 | 38 | 0.8 |
| 1979-80 | 4,317 | 217.4 | 9.3 | 2,212 | 4,784 | 0.080 | 19 | 37 | 0.9 |
| 1980-81 | 4,525 | 247.6 | 10.5 | 2,318 | 4,520 | 0.090 | 20 | 35 | 0.9 |
| 1981-82 | 4,716 | 272.5 | 11.5 | 2,442 | 4,605 | 0.105 | 22 | 36 | 0.9 |
| 1982-83 | 4,772 | 281.5 | 12.5 | 2,612 | 4,852 | 0.110 | 23 | 35 | 0.9 |
| 1983-84 | 4,734 | 297.7 | 13.1 | 2,765 | 4,994 | 0.130 | 28 | 47 | 1.0 |
| 1984-85 | 4,931 | 311.3 | 14.1 | 2,725 | 4,838 | 0.155 | 31 | 47 | 1.1 |
| 1985-86 | 4,977 | 322.3 | 15.3 | 3,072 | 5,362 | 0.180 | 40 | 55 | 1.2 |
| 1986-87 | 4,990 | 334.3 | 16.7 | 3,349 | 5,825 | 0.220 | 47 | 64 | 1.3 |
| 1987-88 | 4,776 | 344.2 | 17.1 | 3,738 | 6,314 | 0.230 | 48 | 63 | 1.3 |
| 1988-89 | 4,875 | 360.4 | 19.4 | 3,970 | 6,525 | 0.260 | 53 | 66 | 1.3 |
| 1989-90 | 5,107 | 384.5 | 21.2 | 3,913 | 6,333 | 0.300 | 58 | 68 | 1.5 |
| 1990-91 | 5,240 | 404.0 | 23.0 | 3,993 | 6,268 | 0.310 | 59 | 67 | 1.5 |
| 1991-92 | 5,452 | 421.8 | 23.4 | 3,918 | 5,936 | 0.329 | 58 | 63 | 1.6 |
| 1992-93 | 5,722 | 436.9 | 25.5 | 3,762 | 5,569 | 0.360 | 53 | 58 | 1.7 |
| 1993-94 | 5,594 | 447.1 | 22.5 | 3,953 | 5,673 | 0.375 | 67 | 69 | 1.7 |
| 1994-95 | 5,475 | 460.0 | 23.3 | 4,303 | 6,003 | 0.390 | 73 | 73 | 1.6 |
| Cumulative percentage change over 1975-76 amount | | | | | | | | | |
| 1975-77 | 2% | 5% | 9% | 11% | 5% | 9% | 12% | 5% | 5% |
| 1977-79 | 5% | 12% | 16% | 14% | 7% | 18% | 16% | 3% | 2% |
| 1979-81 | 14% | 34% | 24% | 22% | 7% | 27% | 29% | 2% | 3% |
| 1981-83 | 19% | 40% | 29% | 30% | 7% | 45% | 37% | 2% | 5% |
| 1983-85 | 24% | 59% | 55% | 35% | 13% | 64% | 64% | 8% | 5% |
| 1985-87 | 25% | 70% | 71% | 46% | 25% | 84% | 83% | 33% | 12% |
| 1987-89 | 21% | 77% | 85% | 54% | 33% | 120% | 98% | 45% | 8% |
| 1989-90 | 19% | 84% | 94% | 63% | 41% | 136% | 99% | 9% | 22% |
| 1990-91 | 18% | 91% | 109% | 84% | 4% | 173% | 139% | 25% | 30% |
| 1991-92 | 18% | 98% | 126% | 98% | 11% | 227% | 187% | 46% | 45% |
| 1992-93 | 19% | 104% | 147% | 110% | 5% | 300% | 239% | 69% | 62% |
| 1993-94 | 20% | 108% | 162% | 118% | 8% | 318% | 248% | 66% | 59% |
| 1994-95 | 19% | 113% | 167% | 134% | 7% | 373% | 285% | 76% | 65% |
| 1995-96 | 20% | 120% | 186% | 130% | 11% | 440% | 329% | 84% | 83% |
| 1996-97 | 22% | 140% | 210% | 153% | 3% | 493% | 329% | 77% | 82% |
| 1997-98 | 42% | 180% | 253% | 173% | 15% | 492% | 376% | 67% | 95% |
| 1998-99 | 44% | 192% | 278% | 127% | 14% | 593% | 354% | 77% | 100% |
| 1999-00 | 40% | 182% | 228% | 133% | 12% | 582% | 386% | 85% | 108% |
| 2000-01 | 38% | 177% | 240% | 153% | 7% | 587% | 407% | 87% | 100% |

Source: Enrollment (FTE equation) 1998-99 CAE estimates. The enrollment figures reflect full- and part-time students, not FTE.

## Future Trends for Higher Education

Support for current operations should continue to register moderate gains until the next recession. Demographic factors should help increases in giving to this category to continue to outpace growth in Gross Domestic Product.

Gifts for capital purposes, which often reflect the prior year's stock market (hence the poor showing of these gifts in 1994-95, when the NYSE Index showed a decline of 0.6 percent), will probably register a strong gain in the 1995-96 academic year, since the year-end 1995 NYSE Index was up almost 15 percent.

If the strong performance of the stock market through the first half of calendar 1996 continues for the remainder of the year, the outlook for capital purpose giving in the 1996-97 academic year will continue positive.

Given increased competition for voluntary support dollars from other sectors of the nonprofit community, yearly *constant dollar* growth will probably average in the 3-6 percent range under positive economic conditions, conditions such as we have had during the 1995-96 academic year.

Also likely and worthy of continued attention is the increasing competition among different types of educational institutions (public and private, research/doctoral, masters, and others) for support from the different categories of donors (individuals, corporations, foundations, and the rest).

As we have been long suggesting, educational institutions will define their missions more precisely and sharpen the focus of their appeals. Donors will likewise clarify their missions and more narrowly focus their support.

Deferred giving should continue strong. Mega-gifts will probably grow in importance. Institutions that have fostered strong alumni relationships will be rewarded.

## Higher Education

### Who Received the Support

Table 3 compares total voluntary support received by each type of institution over the past two years. Figures 9 through 13 show 26-year trends in total voluntary support per student in constant 1995 dollars for each type of institution. Throughout this report, institutions are grouped according to the 1994 Carnegie Classification of Institutions of Higher Education.

**Table 3**

**Voluntary Support by Type of Institution, 1994 and 1995**

(Dollars in Thousands)

| | All Institutions Reporting | | | | | | | | Core Group | |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1994 | | | 1995 | | | | | % Change in Total Support | No. |
| Type of Institution | No. | Amount | Average per Institution | No. | % Change | Amount | Average per Institution | % Change | | |
| Research/Doctoral | 148 | $7,123,809 | $48,089 | 204 | 3.0 | $7,487,462 | $36,679 | 1.9 | 4.1 | 142 |
| Private | 69 | 3,598,191 | 51,883 | 73 | 5.8 | 3,717,710 | 50,928 | 2.0 | 3.4 | 67 |
| Public | 125 | 3,541,718 | 27,455 | 131 | 1.6 | 3,762,777 | 28,731 | 4.6 | 4.8 | 126 |
| Masters | 294 | 1,352,357 | 3,529 | 305 | 7.8 | 1,378,377 | 3,535 | 2.2 | 3.6 | 253 |
| Private | 152 | 636,251 | 4,186 | 170 | 11.8 | 721,366 | 4,243 | 1.4 | 2.2 | 140 |
| Public | 132 | 366,105 | 2,774 | 135 | 2.3 | 357,011 | 2,645 | 4.7 | 6.1 | 124 |
| Liberal Arts | 215 | 1,575,841 | 5,352 | 228 | 7.1 | 1,684,130 | 4,983 | 2.4 | 2.7 | 203 |
| Private | 204 | 1,562,578 | 5,244 | 215 | 7.1 | 1,669,087 | 5,232 | 2.2 | 2.9 | 287 |
| Public | 11 | 12,982 | 708 | 13 | 11.8 | 15,042 | 782 | 3.7 | 10.5 | 16 |
| Specialized | 97 | 537,421 | 5,540 | 123 | 26.8 | 638,238 | 5,189 | 6.3 | 2.5 | 78 |
| Private | 83 | 523,476 | 3,900 | 117 | 28.5 | 591,836 | 3,952 | 5.1 | 4.8 | 65 |
| Public | 14 | 217,304 | 15,522 | 16 | 14.3 | 246,352 | 15,397 | 0.7 | 7.2 | 13 |
| Two-Year | 55 | 84,252 | 862 | 116 | 10.4 | 110,168 | 950 | 10.5 | 6.6 | 79 |
| Private | 15 | 22,846 | 1,524 | 17 | 13.3 | 24,179 | 1,422 | 6.7 | 7.7 | 12 |
| Public | 51 | 61,396 | 740 | 99 | 10.3 | 85,990 | 869 | 11.4 | 8.9 | 67 |
| Total All Institutions | 809 | $10,673,680 | $13,474 | 1,096 | 8.5 | $10,982,375 | $10,122 | 2.4 | 3.6 | 802 |

Figure 9 Research/Doctoral Institutions
Total Support Per Student - Constant 1995 Dollars

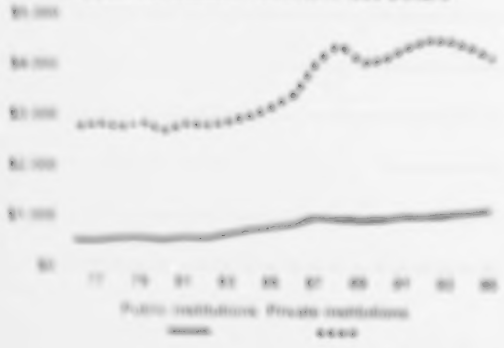


Figure 10 Masters Institutions
Total Support Per Student - Constant 1995 Dollars

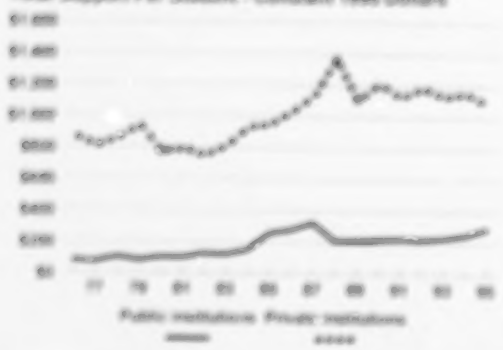


Figure 11 Liberal Arts Institutions
Total Support Per Student - Constant 1995 Dollars

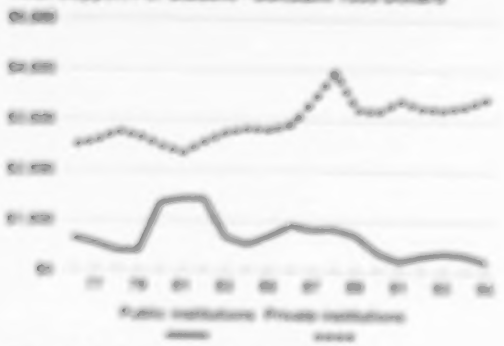


Figure 12 Specialized Institutions
Total Support Per Student - Constant 1995 Dollars

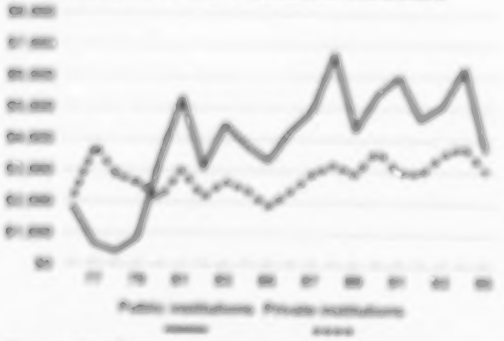


Figure 13 Two-Year Institutions
Total Support Per Student - Constant 1995 Dollars

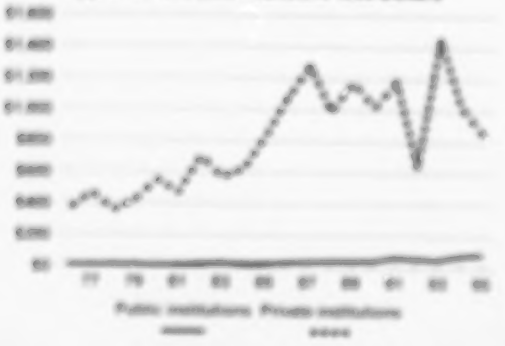

*Figure 14* shows, for the various type of institutions, the relative significance of voluntary support as a percentage of Educational and General Expenditures. Within each peer group, the private institutions are counting at least twice the percentage of their expenditures as do the public institutions.

**Figure 14**
**Voluntary Support as a Percent of Expenditures**

## Who Gave the Support

Among the 527 core respondents whose institutions first participated in both 1994 and 1995 and thus provide a matched set of institutions for comparative year-over-year analysis, contributions from all major categories except foundations showed small to moderate growth rates (Table 4). Foundation giving showed an actual decline (however, absent the Rosenberg gifts in 1994, foundation giving would have moved up 7.1 percent in the core group, about the same increase as in 1994). Since no one gift source group accounts for a preponderance of support and different source groups are subject to different economic and other influences, some stability in total year-to-year support results.

Table 5 shows the allocation of support from the different source groups to each type of institution. Of note, corporate support is more skewed toward the public research doctoral institutions, while foundation support is more skewed toward the private research doctoral institutions.

**Table 4**
**Voluntary Support by Source, 1994 and 1995**
**(Dollars in thousands)**

| | All Institutions Reporting | | | | | Core Group |
|---|---|---|---|---|---|---|
| | 1994 | | 1995 | | | % Change |
| Source of Support | Amount | Average per Institution | Amount | Average per Institution | % Change in Average | in Total Support |
| Alumni | $2,515,077 (28.2) | $2,974 | $2,729,544 (28.5) | $2,952 | -0.7 | 5.5 |
| Nonalumni Individuals | 2,258,558 (22.2) | 2,717 | 2,541,762 (23.7) | 2,749 | 1.2 | 9.9 |
| Corporations | 2,065,054 (20.3) | 2,112 | 2,104,900 (19.6) | 2,277 | 4.5 | 2.2 |
| Foundations | 2,104,614 (27.4) | 2,122 | 2,111,829 (19.7) | 1,985 | -6.5 | 0.3 |
| Religious Organizations | 163,906 (1.6) | 175 | 182,330 (1.7) | 158 | -7.4 | 2.9 |
| Fund-Raising Consortia | 76,102 (0.8) | 82 | 93,960 (0.9) | 94 | 29.3 | 21.4 |
| Other | 667,916 (6.5) | 675 | 715,152 (7.0) | 711 | 5.5 | 11.3 |
| Total All Sources | $10,329,502 (100.0) | $10,409 | $10,992,375 (100.0) | $10,122 | -2.9 | 3.0 |
| No. Institutions Reporting | 992 | | 1,086 | | | 602 |

*(Figures in parentheses show percent of total in each column.)*

**Table 5**
**Allocation of Support by Donor Groups to Various Types of Institutions, 1995**
**(100% = total from a source to all institutional types)**

| Type of Institution | Alumni | Other Individuals | Corporations | Foundations | Religious Organizations | Fund-Raising Consortia | Other Organizations | All Sources Combined |
|---|---|---|---|---|---|---|---|---|
| **Research/Doctoral** | | | | | | | | |
| Private | 29.8% | 31.1% | 29.8% | 38.8% | 16.0% | 37.2% | 23.6% | 33.8% |
| Public | 28.8% | 26.0% | 60.3% | 32.8% | 0.9% | 10.9% | 50.1% | 38.2% |
| **Masters** | | | | | | | | |
| Private | 6.7% | 6.4% | 4.8% | 5.8% | 16.4% | 12.5% | 2.5% | 6.8% |
| Public | 2.1% | 4.2% | 5.2% | 2.1% | 0.1% | 0.8% | 3.7% | 3.0% |
| **Liberal Arts** | | | | | | | | |
| Private | 21.2% | 19.6% | 3.4% | 16.3% | 36.3% | 34.4% | 3.5% | 16.2% |
| Public | 0.9% | 0.2% | 0.2% | 0.1% | 0.0% | 0.0% | 0.2% | 0.1% |
| **Specialized** | | | | | | | | |
| Private | 1.2% | 6.8% | 1.8% | 3.8% | 25.5% | 2.3% | 2.6% | 3.6% |
| Public | 0.3% | 2.4% | 3.3% | 0.8% | 0.1% | 0.2% | 3.5% | 2.2% |
| **Two-Year** | | | | | | | | |
| Private | 0.1% | 0.9% | 0.1% | 0.2% | 0.9% | 0.3% | 0.2% | 0.2% |
| Public | 0.1% | 1.3% | 1.3% | 0.8% | 0.0% | 0.2% | 0.9% | 0.8% |
| **Total All Institutions** | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

*(1,086 institutions)*

**Table 6**

**Relative Significance of Support from Different Sources to Various Types of Institutions, 1995**

(100% = total from all sources to an institutional type)

| Type of Institution | Alumni | Other Individuals | Corporations | Foundations | Religious Organizations | Fund-Raising Consortia | Other Organizations | All Sources Combined |
|---|---|---|---|---|---|---|---|---|
| **Research/Doctoral** | | | | | | | | |
| Private | 13.2% | 21.3% | 17.6% | 22.7% | 2.8% | 0.8% | 8.5% | 100.0% |
| Public | 23.9% | 17.5% | 28.7% | 17.3% | 2.0% | 0.2% | 12.3% | 100.0% |
| **Masters** | | | | | | | | |
| Private | 24.3% | 29.6% | 12.6% | 18.8% | 4.9% | 1.2% | 2.6% | 100.0% |
| Public | 19.8% | 29.6% | 22.3% | 12.4% | 0.0% | 2.7% | 8.1% | 100.0% |
| **Liberal Arts** | | | | | | | | |
| Private | 24.8% | 23.7% | 7.7% | 16.8% | 2.8% | 7.3% | 1.4% | 100.0% |
| Public | 12.7% | 21.7% | 28.7% | 17.5% | 3.7% | 2.2% | 13.8% | 100.0% |
| **Specialized** | | | | | | | | |
| Private | 9.7% | 42.9% | 9.6% | 23.8% | 11.8% | 2.8% | 5.2% | 100.0% |
| Public | 2.8% | 24.7% | 3.5% | 30.8% | 3.1% | 2.0% | 11.0% | 100.0% |
| **Two-Year** | | | | | | | | |
| Private | 11.6% | 48.1% | 11.2% | 13.4% | 4.5% | 2.7% | 2.3% | 100.0% |
| Public | 2.1% | 37.7% | 32.2% | 19.8% | 2.0% | 0.7% | 5.8% | 100.0% |
| **Total All Institutions** | 18.1% | 23.1% | 19.8% | 19.2% | 3.7% | 3.8% | 7.3% | 100.0% |
| (# 280 institutions) | | | | | | | | |

*Table 6 displays the relative significance of the different source groups to each type of institution by showing the support received from each source group as a percent of the total support received by each institutional type.*

**Table 7**

**Voluntary Support by Purpose, 1994 and 1995**

(Dollars in thousands)

| | All Institutions Reporting | | | | | |
|---|---|---|---|---|---|---|
| | 1994 | | 1995 | | | Core Group |
| Purpose of Support | Amount | Average per Institution | Amount | Average per Institution | % Change in Average | % Change in Total Support |
| **Current Operations** | | | | | | |
| Unrestricted | $1,229,274 | $1,240 | $1,416,617 | $1,303 | 4.4 | 7.3 |
| | (12.1) | | (12.8) | | | |
| Restricted | 4,240,427 | 4,315 | 4,816,176 | 4,430 | 2.3 | 7.3 |
| | (41.7) | | (43.6) | | | |
| Total | $5,469,700 | $5,555 | $6,232,843 | $5,734 | 3.2 | 7.3 |
| | (53.7) | | (56.7) | | | |
| **Capital Purposes** | | | | | | |
| Property, Buildings and Equipment | $1,355,604 | $1,379 | $1,436,403 | $1,323 | -3.9 | 7.6 |
| | (13.4) | | (13.1) | | | |
| Endowment | 248,277 | 343 | 325,913 | 300 | -12.6% | 26.5% |
| | (2.5) | | (3.0) | | | |
| Endowment Income Restricted | 2,119,380 | 2,904 | 2,979,513 | 2,739 | -5.7% | 5.3% |
| | (20.8) | | (27.1) | | | |
| Loan Funds | 28,408 | 39 | 28,463 | 26 | -33.1% | -0.2% |
| | (.3) | | (.3) | | | |
| Total | $3,752,069 | $4,722 | $4,767,302 | $4,394 | -7.1% | 2.1% |
| | (46.3) | | (43.3) | | | |
| **Total All Purposes** | $10,121,369 | $10,276 | $10,962,275 | $10,122 | -1.5% | 5.5% |
| | (100.0) | | (100.0) | | | |
| No. Institutions Reporting | 985 | | 1,086 | | | 802 |

(Figures in parentheses show percent of total in each column.)

Seven institutions reporting in 1994 did not provide complete breakdowns of gifts by purpose and are not included above.

## Donor-Placed Restrictions on Support

*Table 7 shows voluntary support by donor-specified purpose for colleges and universities participating in the 1995 survey, with comparative data from the previous year. In 1995, giving to Current Operations Unrestricted climbed more or less on a par with giving to Current Operations Restricted. For the past 11 or more years, however, unrestricted gifts to current operations have been roughly flat in constant dollar terms. Restricted Current Operations gifts account for the overall increase in giving to current operations over this period (see the 1992 VSE report for additional information on this trend).*

*Table 6* displays, for each type of institution, support per student received from each source for each purpose. By putting its own voluntary support results on a per-student basis, any institution can compare its pattern of voluntary support to the norms for its institutional type presented in this table. Comparisons based on the more specific Carnegie groups or on institution-specified comparison groups are available from CAE through its *CAE Profile* service (see inside back cover for details).

**Table 6**
**Purposes to Which Donors Restrict Their Gifts, 1998 (All Amounts Are in Dollars per Student)**
(356 institutions reporting in sufficient detail)

| | | Current Operations Unrestricted | Current Operations Restricted: Academic Divisions | Faculty Staff | Research | Public Service | Library | Physical Plant | Student Fin. Aid | Other | Total Restricted | Total Current Operations |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Alumni** | | | | | | | | | | | | |
| Research/Doctoral | Private | $140 | $73 | $4 | $21 | $2 | $1 | $1 | $34 | $114 | $251 | $504 |
| | Public | 25 | 39 | 1 | 3 | 1 | 1 | 1 | 10 | 68 | 114 | 139 |
| Masters | Private | 102 | 9 | 1 | 3 | 1 | 1 | 2 | 7 | 24 | 47 | 149 |
| | Public | 14 | 5 | 0 | 1 | 0 | 0 | 0 | 3 | 6 | 16 | 30 |
| Liberal Arts | Private | 440 | 52 | 3 | 1 | 1 | 1 | 3 | 28 | 17 | 105 | 545 |
| | Public | 3 | 2 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 3 | 14 |
| Specialized | Private | 150 | 8 | 1 | 4 | 1 | 1 | 2 | 25 | 15 | 56 | 251 |
| | Public | 53 | 44 | 1 | 1 | 1 | 1 | 1 | 6 | 10 | 63 | 170 |
| Two-Year | Private | 62 | | | | | | | | | 12 | 73 |
| | Public | 1 | | | | | | | | | 1 | 2 |
| **Other Individuals** | | | | | | | | | | | | |
| Research/Doctoral | Private | $68 | $51 | $7 | $34 | $4 | $4 | $2 | $28 | $125 | $275 | $377 |
| | Public | 11 | 27 | 1 | 12 | 1 | 1 | 1 | 10 | 32 | 81 | 108 |
| Masters | Private | 57 | 8 | 1 | 1 | 1 | 1 | 4 | 12 | 17 | 58 | 110 |
| | Public | 13 | 4 | 1 | 1 | 1 | 1 | 1 | 4 | 14 | 23 | 61 |
| Liberal Arts | Private | 163 | 8 | 1 | 1 | 4 | 1 | 4 | 18 | 93 | 113 | 276 |
| | Public | 16 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 14 | 23 | 39 |
| Specialized | Private | 359 | 23 | 15 | 111 | 1 | 1 | 2 | 19 | 91 | 271 | 630 |
| | Public | 276 | 82 | 3 | 128 | 11 | 1 | 1 | 9 | 33 | 271 | 547 |
| Two-Year | Private | 118 | | | | | | | | | 46 | 164 |
| | Public | 1 | | | | | | | | | 1 | 14 |
| **Corporations** | | | | | | | | | | | | |
| Research/Doctoral | Private | $54 | $77 | $7 | $191 | $3 | $2 | $7 | $23 | $96 | $429 | $483 |
| | Public | 5 | 63 | 1 | 91 | 1 | 1 | 1 | 11 | 51 | 219 | 247 |
| Masters | Private | 19 | 22 | 1 | 1 | 1 | 1 | 1 | 11 | 19 | 55 | 89 |
| | Public | 4 | 23 | 1 | 1 | 1 | 1 | 1 | 4 | 18 | 50 | 68 |
| Liberal Arts | Private | 81 | 4 | 1 | 1 | 4 | 1 | 1 | 14 | 23 | 50 | 147 |
| | Public | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 12 | 18 |
| Specialized | Private | 81 | 28 | 1 | 11 | 11 | 1 | 1 | 15 | 44 | 111 | 199 |
| | Public | 106 | 70 | 1 | 179 | 21 | 1 | 1 | 6 | 334 | 602 | 708 |
| Two-Year | Private | 11 | | | | | | | | | 46 | 57 |
| | Public | 4 | | | | | | | | | 11 | 15 |
| **Foundations** | | | | | | | | | | | | |
| Research/Doctoral | Private | $49 | $56 | $12 | $211 | $14 | $1 | $1 | $46 | $125 | $537 | $585 |
| | Public | 5 | 28 | 1 | 71 | 1 | 1 | 1 | 14 | 23 | 147 | 152 |
| Masters | Private | 29 | 10 | 1 | 1 | 1 | 1 | 1 | 14 | 23 | 73 | 98 |
| | Public | 2 | 11 | 1 | 1 | 1 | 1 | 1 | 4 | 23 | 27 | 29 |
| Liberal Arts | Private | 52 | 12 | 4 | 14 | 4 | 1 | 1 | 40 | 72 | 183 | 235 |
| | Public | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 11 | 12 |
| Specialized | Private | 127 | 52 | 4 | 71 | 11 | 1 | 1 | 47 | 84 | 278 | 404 |
| | Public | 106 | 78 | 1 | 208 | 1 | 1 | 1 | 1 | 142 | 458 | 564 |
| Two-Year | Private | 12 | | | | | | | | | 37 | 49 |
| | Public | 1 | | | | | | | | | 4 | 5 |
| **Religious Organizations** | | | | | | | | | | | | |
| Research/Doctoral | Private | $19 | $2 | $0 | $1 | $0 | $0 | $0 | $1 | $17 | $22 | $40 |
| | Public | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Masters | Private | 8 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 4 | 12 |
| | Public | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liberal Arts | Private | 51 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 73 | 74 | 125 |
| | Public | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 |
| Specialized | Private | 41 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 41 |
| | Public | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 |
| Two-Year | Private | 14 | | | | | | | | | 0 | 14 |
| | Public | 0 | | | | | | | | | 0 | 0 |
| **Other Organizations** | | | | | | | | | | | | |
| Research/Doctoral | Private | $1 | $17 | $2 | $34 | $1 | $1 | $1 | $1 | $1 | $62 | $64 |
| | Public | 1 | 6 | 1 | 32 | 1 | 1 | 1 | 4 | 11 | 58 | 59 |
| Masters | Private | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 12 | 14 |
| | Public | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Liberal Arts | Private | 11 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 16 | 28 |
| | Public | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 11 | 11 | 11 |
| Specialized | Private | 4 | 1 | 1 | 16 | 1 | 1 | 1 | 1 | 4 | 29 | 33 |
| | Public | 4 | 21 | 1 | 88 | 12 | 1 | 1 | 1 | 4 | 110 | 114 |
| Two-Year | Private | 1 | | | | | | | | | 1 | 1 |
| | Public | 1 | | | | | | | | | 1 | 1 |
| **Total All Sources** | | | | | | | | | | | | |
| Research/Doctoral | Private | $461 | $297 | $33 | $645 | $23 | $10 | $13 | $178 | $497 | $1,711 | $2,160 |
| | Public | 57 | 173 | 11 | 245 | 28 | 6 | 7 | 68 | 174 | 717 | 764 |
| Masters | Private | 274 | 58 | 6 | 12 | 13 | 5 | 10 | 58 | 99 | 251 | 525 |
| | Public | 38 | 53 | 3 | 12 | 4 | 2 | 3 | 24 | 88 | 187 | 225 |
| Liberal Arts | Private | 918 | 82 | 9 | 23 | 14 | 10 | 10 | 111 | 264 | 527 | 1,411 |
| | Public | 32 | 11 | 3 | 3 | 3 | 1 | 3 | 12 | 33 | 67 | 128 |
| Specialized | Private | 998 | 117 | 24 | 327 | 33 | 6 | 5 | 108 | 330 | 788 | 1,773 |
| | Public | 732 | 300 | 6 | 1,147 | 62 | 3 | 6 | 32 | 649 | 2,205 | 2,937 |
| Two-Year | Private | 261 | | | | | | | | | 154 | 415 |
| | Public | 11 | | | | | | | | | 29 | 39 |

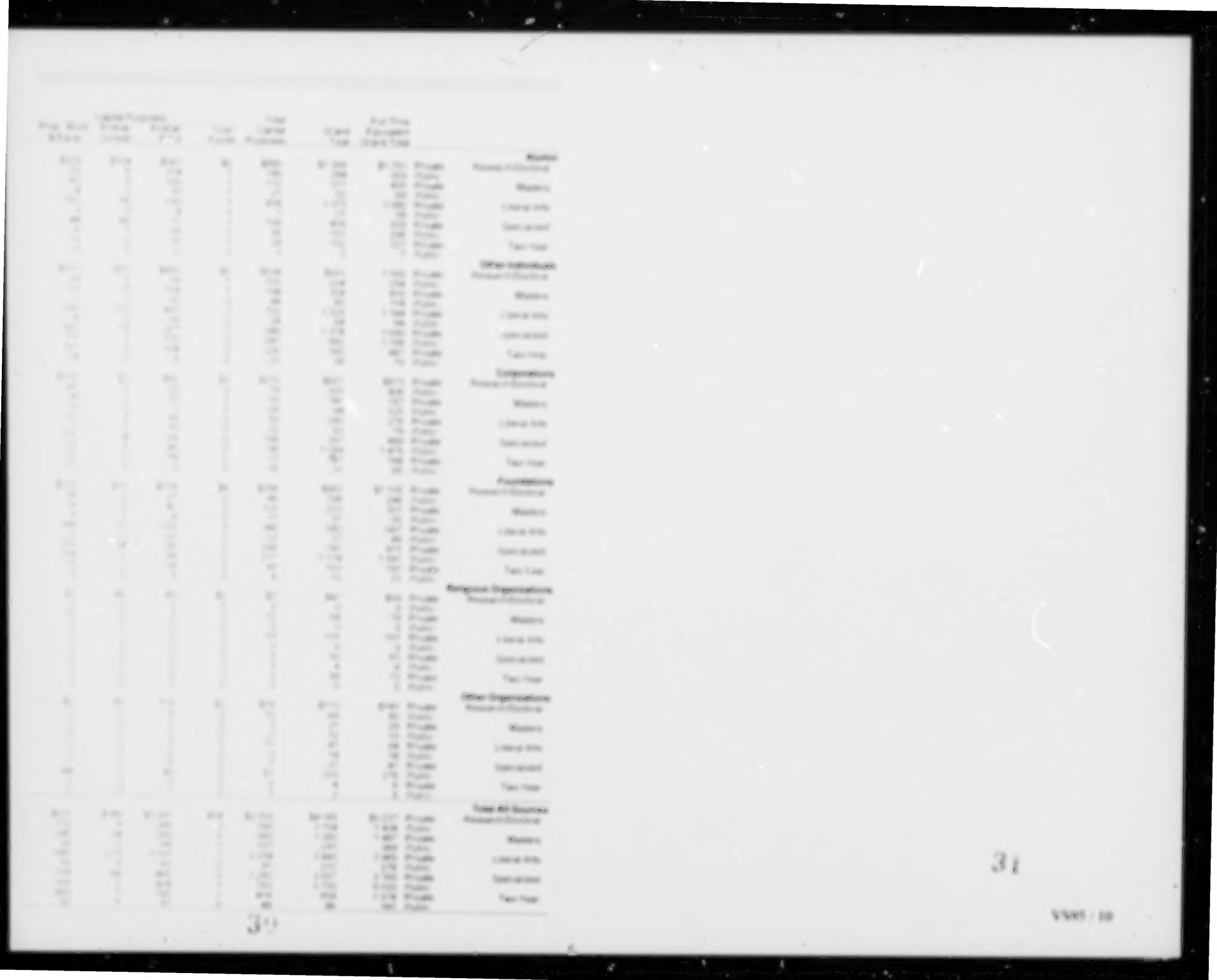

**Table 9**
**Supplementary Information to Table 8, 1995**

| Type of Institution | | Number of Institutions Reflected in Table 8 | Total Headcount Enrollment | Educational & General Expenditures per Student | Endowment per Student | Total Full-Time Equivalent Enrollment | Ratio of FTE to Headcount |
|---|---|---|---|---|---|---|---|
| Research/Doctoral | Private | 67 | 709,375 | $27,938 | $56,800 | 588,870 | 0.790 |
| | Public | 117 | 2,858,079 | 15,234 | 6,845 | 2,296,179 | 0.804 |
| Masters | Private | 156 | 580,361 | 10,343 | 8,185 | 423,480 | 0.730 |
| | Public | 175 | 1,128,056 | 7,994 | 851 | 844,565 | 0.749 |
| Liberal Arts | Private | 105 | 470,583 | 15,876 | 40,114 | 409,388 | 0.869 |
| | Public | 18 | 72,627 | 6,405 | 823 | 53,358 | 0.756 |
| Specialized | Private | 33 | 58,280 | 25,549 | 35,573 | 45,720 | 0.813 |
| | Public | 13 | 97,141 | 34,770 | 13,106 | 82,003 | 0.735 |
| Two-Year | Private | 10 | 11,254 | 11,101 | 9,935 | 9,000 | 0.800 |
| | Public | 52 | 542,589 | 7,345 | 259 | 258,729 | 0.477 |
| All Institutions | | 836 | 6,481,101 | $14,138 | $11,412 | 4,949,950 | 0.764 |

*Table 9 shows the number of institutions reflected in Table 8 and provides enrollment, endowment, and expenditure data for this group of institutions. If you wish to make comparisons in Table 8 on a per full-time-equivalent (FTE) student basis, divide by the FTE ratio figure the dollar amounts in Table 9 that you are comparing to your own institution's FTE-based per-student dollar amounts.*

**Table 10**
**Distribution of Gifts to Endowment with Restrictions on the Use of Income Earned, 1995**

| Type of Institution | | Academic Programs | Faculty & Staff Compensation | Research | Public Service & Extension | Library | Operation & Maintenance of Plant | Student Financial Aid | Other Restricted Purposes | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| Research/Doctoral | | | | | | | | | | |
| Private | (72) | 16% | 16% | 5% | 2% | 4% | 3% | 29% | 25% | 100% |
| Public | (125) | 27% | 13% | 5% | 0% | 1% | 1% | 31% | 28% | 100% |
| Masters | | | | | | | | | | |
| Private | (135) | 13% | 9% | 0% | 0% | 2% | 5% | 45% | 26% | 100% |
| Public | (128) | 22% | 13% | 0% | 0% | 3% | 0% | 45% | 16% | 100% |
| Liberal Arts | | | | | | | | | | |
| Private | (294) | 6% | 10% | 1% | 0% | 3% | 2% | 45% | 33% | 100% |
| Public | (16) | 3% | 2% | 0% | 1% | 6% | 0% | 33% | 53% | 100% |
| Specialized | | | | | | | | | | |
| Private | (102) | 8% | 13% | 12% | 0% | 2% | 4% | 34% | 27% | 100% |
| Public | (14) | 18% | 21% | 32% | 2% | 3% | 0% | 12% | 14% | 100% |
| All Institutions | (911) | 16% | 13% | 6% | 1% | 2% | 2% | 36% | 27% | 100% |

*Numbers of institutions providing complete data are in parentheses. Two-year institutions are not asked these questions.)*

*Table 10 shows the distribution of gifts made to endowment with restrictions on the use of the income that endowment earns. For all types of institutions except public specialized institutions, student financial aid is the category of restricted endowment gifts receiving the most gifts. For public specialized institutions (most of which are health-related institutions), research is the favored category.*

**Table 11**

**Bequests and Deferred Gifts, 1978 to 1995**

(Dollars in thousands)

| Year | All Individual Gifts | Bequests | | Deferred Gifts | |
|---|---|---|---|---|---|
| 1978–79 | $4,408,136 | $2,776,357 | (30.4) | $761,823 | (5.2) |
| 1979–80 | 5,125,301 | 2,968,227 | (27.7) | 931,934 | (5.8) |
| 1980–81 | 5,740,570 | 3,318,840 | (28.8) | 727,220 | (3.8) |
| 1981–82 | 7,232,406 | 4,240,850 | (28.7) | 911,685 | (5.1) |
| 1982–83 | 7,823,538 | 4,221,878 | (27.0) | 761,[illegible] | (4.1) |
| 1983–84 | 9,011,232 | 4,774,354 | (27.2) | 1,[illegible] | (5.4) |
| 1984–85 | 9,918,808 | 5,251,728 | (28.4) | 1,[illegible] | (5.4) |
| 1985–86 | 12,058,722 | 6,217,867 | (27.1) | 1,[illegible] | (7.1) |
| 1986–87 | 12,708,121 | 6,172,893 | (23.9) | 1,[illegible] | (5.8) |
| 1987–88 | 12,877,284 | 6,601,030 | (25.1) | 1,[illegible] | (5.1) |
| 1988–89 | 13,178,852 | 7,134,282 | (23.2) | 1,[illegible] | (5.1) |
| 1989–90 | 13,760,594 | 7,565,746 | (24.6) | 1,[illegible] | (5.2) |
| 1990–91 | 14,826,017 | 8,021,568 | (25.2) | 1,[illegible] | (5.1) |
| 1991–92 | 15,172,204 | 7,967,792 | (25.1) | 1,[illegible] | (5.0) |
| 1992–93 | 15,808,406 | 8,016,873 | (24.1) | 1,[illegible] | (5.0) |
| 1993–94 | 16,417,102 | 9,012,383 | (24.8) | 1,[illegible] | (5.1) |
| 1994–95 | 18,446,313 | 10,267,291 | (25.2) | 1,[illegible] | (5.1) |
| 1995–96 | 19,375,447 | 11,182,529 | (25.2) | 1,[illegible] | (5.4) |
| 1996–97 | 21,767,034 | 12,708,774 | (25.2) | 1,[illegible] | (5.2) |
| 1998–99 | $23,500,672 | $13,415,816 | (25.3) | $1,[illegible] | (5.6) |

(Figures in parentheses show percent of all individual gifts for those institutions providing complete information. 1982–83 to 1998–99.)

## Special Forms of Giving

The Voluntary Support of Education survey collects data on special forms of giving and tracks them over time. Included are bequests and deferred gifts from individuals, matching gifts from corporations, and non-cash gifts from both businesses and other sources.

- The proportion of contributions in the form of **bequests** varies randomly over time, generally within a range of 20–25 percent of total individual giving. *Table 11* presents data for the last two decades. *Summary Table A* contains more detailed information on bequests by type of institution.
- *Table 11* also presents data on **deferred gifts** for the last two decades and *Summary Table A* provides data by type of institution. As can be seen, deferred giving has been gradually increasing in importance as a form of individual giving.
- The share of corporate support received from businesses through **matching gift programs** declined in 1995 to 7.9 percent from 8.1 percent in 1994. Matching gifts as a percent of all corporate contributions were at 9.4 percent in 1992. The average match rose from $3.17 to $3.22 (see *Table 12*). The 1,010 colleges and universities providing complete information on matching gifts reported $768 million in matching gifts in 1995, versus $764 million in 1994. When CAE first began tracking these data in 1967, matching gifts amounted to only $4.2 million, just 2 percent of all corporate giving.
- Matching-gift dollars are particularly important to the private liberal arts institutions, accounting for 12.2 percent of their corporate grants in 1995. Corporate matching dollars are more substantial at private institutions since they are driven by individual gifts, which historically have been much greater at private institutions. However, corporate matching dollars will gain significance at public institutions as this difference continues to diminish.
- Gifts of **company products** fell 5.5 percent in 1995 to $238.4 million from $252.3 in 1994, even though there were almost 100 more institutions reporting. Details by type of institution can be found in *Summary Table A*. **Corporate property gifts**, typically large, nonrecurring contributions of land, buildings, and equipment, rose 7.6 percent to $140 million from $131 million in 1994. Details by type of institution can be found in *Summary Table A*.
- **Other appreciated property gifts** come primarily from individuals and include gifts of securities, land, homes, paintings, antiques, and rare books. The total reported value of these gifts in 1994 was $1.28 billion, up 10.3 percent from $1.16 billion in 1994, which was itself up 32 percent over 1993. Details by type of institution are in *Summary Table A*.

**Table 12**

**Total Corporate Support and Matching Gifts by Type of Institution, 1995**

| Type of Institution | Number of Institutions Reporting Detail | Total Corporate Support (000) | Corporate Support as % of Total Support | Matching Gifts: Total Received (000) | Matching Gifts: As % of Corporate Support | Matching Gifts: Average per Institution | Matching Gifts: Average Match* |
|---|---|---|---|---|---|---|---|
| **Research/Doctoral** | 168 | $1,833,331 | 22.8 | $103,759 | 6.1 | $624,558 | $315 |
| Private | 72 | 630,286 | 16.9 | 48,827 | 7.8 | 679,536 | 383 |
| Public | 126 | 1,063,045 | 28.6 | 54,833 | 5.2 | 435,182 | 272 |
| **Masters** | 290 | 291,684 | 20.1 | 21,786 | 12.8 | 75,124 | 279 |
| Private | 163 | 93,493 | 14.0 | 16,588 | 17.7 | 101,770 | 333 |
| Public | 127 | 198,191 | 31.7 | 5,197 | 4.8 | 40,924 | 183 |
| **Liberal Arts** | 315 | 116,552 | 7.3 | 36,686 | 31.5 | 116,482 | 381 |
| Private | 297 | 112,287 | 7.1 | 36,146 | 32.2 | 121,704 | 379 |
| Public | 18 | 4,310 | 29.5 | 540 | 12.5 | 29,982 | 620 |
| **Specialized** | 114 | 102,412 | 17.3 | 4,647 | 4.5 | 40,760 | 333 |
| Private | 100 | 30,639 | 8.7 | 3,732 | 12.1 | 37,299 | 307 |
| Public | 14 | 71,773 | 30.2 | 917 | 1.3 | 65,483 | 513 |
| **Two-Year** | 93 | 24,563 | 20.1 | 1,090 | 4.4 | 11,717 | 332 |
| Private | 14 | 2,073 | 9.7 | 269 | 13.4 | 19,241 | 224 |
| Public | 79 | 22,551 | 30.1 | 820 | 3.6 | 10,383 | 392 |
| **Total All Institutions** | 1,010 | $2,138,663 | 20.6 | $167,967 | 7.9 | $166,304 | $322 |

*Because many companies match gifts at a ratio greater than 1:1, the average match is estimated to be about a third again as much as the employee's gift.



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**Table 13**

**Alumni Giving for All Purposes by Type of Institution, 1994 and 1995**

| Type of Institution | 1994 No. | 1994 Number of Alumni Donors | 1994 Solicitation Effectiveness | 1994 Average Gift | 1995 No. | 1995 Number of Alumni Donors | 1995 Solicitation Effectiveness | 1995 Average Gift | % Change in Average Gift |
|---|---|---|---|---|---|---|---|---|---|
| **Research/Doctoral** | 160 | 3,023,231 | 20.6 | $582 | 168 | 3,104,957 | 19.7 | $658 | 13.1 |
| Private | 65 | 1,178,913 | 20.9 | 681 | 72 | 1,196,822 | 20.3 | 1,006 | 14.2 |
| Public | 115 | 1,840,318 | 17.9 | 391 | 118 | 1,908,135 | 17.3 | 440 | 12.4 |
| **Masters** | 262 | 1,219,499 | 19.0 | 252 | 280 | 1,116,876 | 18.1 | 234 | (7.3) |
| Private | 168 | 536,375 | 22.7 | 339 | 163 | 595,520 | 21.3 | 331 | (2.2) |
| Public | 114 | 683,182 | 16.0 | 198 | 123 | 521,856 | 15.4 | 122 | (21.4) |
| **Liberal Arts** | 209 | 1,112,932 | 32.4 | 617 | 221 | 1,162,845 | 32.1 | 558 | (7.9) |
| Private | 204 | 1,092,862 | 33.1 | 627 | 213 | 1,140,123 | 33.1 | 578 | (7.8) |
| Public | 15 | 20,070 | 15.3 | 71 | 18 | 22,740 | 13.1 | 67 | (5.9) |
| **Specialized** | 89 | 113,467 | 20.8 | 330 | 116 | 148,938 | 18.7 | 313 | (5.3) |
| Private | 78 | 91,366 | 20.7 | 331 | 104 | 106,717 | 19.9 | 349 | 5.4 |
| Public | 11 | 22,101 | 20.2 | 327 | 12 | 42,221 | 16.9 | 221 | (32.3) |
| **Two-Year** | 45 | 41,808 | 13.2 | 105 | 66 | 49,133 | 8.9 | 102 | (7.3) |
| Private | 12 | 20,338 | 18.5 | 167 | 15 | 21,473 | 10.4 | 127 | (23.9) |
| Public | 33 | 21,470 | 10.5 | 66 | 51 | 27,660 | 8.0 | 82 | 76.9 |
| **Total All Institutions** | 665 | 5,510,936 | 21.8 | $317 | 867 | 5,582,756 | 20.7 | $340 | 4.5 |

Total institutions, where amounts reported may be institutions providing complete data.
Donors as a percent of alumni asked to give for any purpose.

**Table 14**

**Alumni Giving for Current Operations by Type of Institution, 1994 and 1995**

| Type of Institution | 1994 No. | 1994 Number of Alumni Donors | 1994 Amount ($000) | 1994 Average Gift | 1995 No. | 1995 Number of Alumni Donors | 1995 Amount ($000) | 1995 Average Gift | % Change in Average Gift |
|---|---|---|---|---|---|---|---|---|---|
| **Research/Doctoral** | 158 | 2,247,571 | $616,278 | $269 | 177 | 2,581,538 | $768,841 | $298 | 10.4 |
| Private | 57 | 950,257 | 353,409 | 374 | 67 | 997,582 | 394,702 | 396 | 5.9 |
| Public | 101 | 1,337,314 | 260,870 | 195 | 110 | 1,583,378 | 374,140 | 236 | 20.9 |
| **Masters** | 245 | 867,483 | 113,748 | 131 | 278 | 982,891 | 124,148 | 126 | (3.7) |
| Private | 144 | 472,275 | 84,352 | 179 | 161 | 536,888 | 89,955 | 168 | (6.2) |
| Public | 101 | 395,208 | 29,396 | 74 | 117 | 446,003 | 34,193 | 77 | 3.1 |
| **Liberal Arts** | 234 | 936,453 | 240,545 | 257 | 308 | 1,013,089 | 263,365 | 260 | 3.3 |
| Private | 219 | 837,454 | 231,425 | 247 | 292 | 867,253 | 254,709 | 255 | 3.5 |
| Public | 15 | 19,001 | 3,120 | 460 | 16 | 16,436 | 8,656 | 527 | 9.7 |
| **Specialized** | 82 | 93,652 | 19,157 | 205 | 107 | 122,563 | 26,551 | 217 | 5.9 |
| Private | 73 | 77,292 | 15,825 | 206 | 97 | 90,456 | 20,017 | 221 | 7.4 |
| Public | 10 | 16,360 | 3,232 | 198 | 10 | 32,107 | 6,534 | 204 | 3.0 |
| **Two-Year** | 47 | 27,591 | 2,995 | 109 | 52 | 60,724 | 3,118 | 51 | (52.7) |
| Private | 13 | 17,372 | 2,405 | 138 | 13 | 17,429 | 1,864 | 107 | (22.7) |
| Public | 34 | 10,219 | $590 | $58 | 39 | 43,295 | $1,254 | $29 | (49.8) |
| **Total All Institutions** | 830 | 4,232,752 | $994,515 | $235 | 922 | 4,763,805 | $1,178,233 | $247 | 4.3 |

Total institutions, where amounts reported may be institutions providing complete data.

## Alumni Giving

*To facilitate analysis of alumni fundraising, colleges and universities report additional data on the number of alumni of record, the number actually solicited, and the number making one or more gifts. These data are used to calculate the percentage of donors relative to the number actually asked for support — the "solicitation-effectiveness ratio" — and the average alumni gift size. In 1995, solicitation effectiveness dropped by about 1 percentage point while the average gift size rose 4.5 percent, from $317 to $340 (see Tables 13 and 14, and Summary Table A).*

## Support from Governing Board Members

*Table 15 displays statistics on giving by governing board members by type of institution and shows the importance of these gifts, particularly for private institutions. For all institutions responding to this question, governing board gifts accounted for 15 percent of all individual giving, including bequests, in 1995 — about a percentage point more than in recent years.*

**Table 15**
**Support from Governing Board Members, 1991-1995**

| | | 1991 | 1992 | 1993 | 1994 | 1995 |
|---|---|---|---|---|---|---|
| **Research/Doctoral** | | | | | | |
| Private | Average No. of Donors | 68 | 59 | 62 | 57 | 59 |
| | Average Gift | $10,867 | $16,631 | $16,429 | $10,995 | $63,284 |
| | % of Individual Giving | 19% | 17% | 11% | 14% | 18% |
| | Number of Institutions Reporting | (64) | (54) | (63) | (64) | 69 |
| Public | Average No. of Donors | 49 | 49 | 59 | 62 | 58 |
| | Average Gift | $14,387 | $21,464 | $15,227 | $16,902 | $10,415 |
| | % of Individual Giving | 8% | 9% | 8% | 7% | 9% |
| | Number of Institutions Reporting | (88) | (86) | (82) | (104) | 114 |
| **Masters** | | | | | | |
| Private | Average No. of Donors | 41 | 29 | 28 | 28 | 28 |
| | Average Gift | $9,111 | $12,144 | $11,167 | $14,167 | $12,782 |
| | % of Individual Giving | 19% | 22% | 17% | 20% | 20% |
| | Number of Institutions Reporting | (177) | (164) | (171) | (147) | 158 |
| Public | Average No. of Donors | 19 | 21 | 22 | 25 | 25 |
| | Average Gift | $3,111 | $3,167 | $2,758 | $3,400 | $3,159 |
| | % of Individual Giving | 8% | 8% | 8% | 7% | 8% |
| | Number of Institutions Reporting | (102) | (105) | (114) | (88) | 121 |
| **Liberal Arts** | | | | | | |
| Private | Average No. of Donors | 37 | 34 | 38 | 40 | 40 |
| | Average Gift | $14,958 | $11,167 | $16,233 | $17,408 | $20,379 |
| | % of Individual Giving | 22% | 19% | 21% | 18% | 22% |
| | Number of Institutions Reporting | (234) | (248) | (268) | (286) | 305 |
| Public | Average No. of Donors | 24 | 26 | 22 | 27 | 24 |
| | Average Gift | $2,621 | $1,527 | $7,482 | $3,432 | $1,211 |
| | % of Individual Giving | 12% | 8% | 20% | 16% | 10% |
| | Number of Institutions Reporting | (4) | (3) | (5) | (15) | 19 |
| **Specialized** | | | | | | |
| Private | Average No. of Donors | 34 | 30 | 33 | 31 | 30 |
| | Average Gift | $12,285 | $12,958 | $15,599 | $12,158 | $18,176 |
| | % of Individual Giving | 22% | 18% | 18% | 18% | 18% |
| | Number of Institutions Reporting | (71) | (78) | (101) | (72) | 89 |
| Public | Average No. of Donors | 40 | 35 | 42 | 38 | 34 |
| | Average Gift | $4,176 | $24,778 | $3,164 | $9,624 | $11,111 |
| | % of Individual Giving | 8% | 22% | 3% | 6% | 11% |
| | Number of Institutions Reporting | (72) | (72) | (72) | (73) | 12 |
| **Two-Year Institutions** | | | | | | |
| Private | Average No. of Donors | 27 | 24 | 27 | 25 | 33 |
| | Average Gift | $3,671 | $5,332 | $3,375 | $5,938 | $5,589 |
| | % of Individual Giving | 18% | 19% | 18% | 27% | 18% |
| | Number of Institutions Reporting | (76) | (77) | (85) | (74) | 74 |
| Public | Average No. of Donors | 18 | 19 | 20 | 19 | 24 |
| | Average Gift | $2,926 | $1,522 | $2,270 | $1,877 | $1,556 |
| | % of Individual Giving | 19% | 8% | 13% | 12% | 12% |
| | Number of Institutions Reporting | (73) | (82) | (91) | (53) | 67 |

(Dollars in thousands; institutions that reported one or more governing board gifts are included in the analysis.)

## Size of Gifts

Many of the institutions participating in the survey provide details about gifts for current operations from individuals that were under $5,000, or $5,000 and over.

*Table 16* shows totals and average gifts by type of institution. The average gift under $5,000 was $142 in 1995, versus $132 in 1994 — an increase of 7.5 percent. The average gift over $4,999 was $29,120 in 1995, versus $26,835 in 1994 — an increase of 8.5 percent.

In general, the growth in total individual giving in constant dollars during the past four decades has been more a function of greater numbers of contributors than of larger average gifts. For instance, since the 1950's, the growth in alumni contributions correlates rather well with growth in the national alumni base. Average alumni gift size in constant dollars, on the other hand, has hardly changed. This is not surprising when one considers both the steady low average age of the alumni base and the generally poor performance of the stock market during this period. And the factors explaining alumni giving largely hold also for other individuals as well (see the ***National Trends*** volume of the 1998 VSE report for more information on alumni giving trends and projections).

**Table 16**

**Gifts from Individuals for Current Operations Under $5,000 and $5,000 or More, 1995**

| Type of Institution | Number of Institutions Reporting | Gifts Under $5,000 | | | Gifts of $5,000 or More | | |
|---|---|---|---|---|---|---|---|
| | | Amount | No. of Gifts | Average Gift | Amount | No. of Gifts | Average Gift |
| Research/Doctoral | 182 | $563,824,619 | 3,965,777 | $150 | $744,124,537 | 21,765 | $34,189 |
| Private | 68 | 261,438,567 | 1,461,883 | 179 | 416,688,712 | 12,672 | 32,873 |
| Public | 114 | 302,386,573 | 2,494,114 | 134 | 324,624,825 | 9,195 | 35,305 |
| Masters | 271 | 141,579,656 | 1,352,561 | 105 | 92,430,730 | 4,280 | 21,596 |
| Private | 140 | 86,898,368 | 675,333 | 129 | 63,933,597 | 3,112 | 20,543 |
| Public | 131 | 54,681,288 | 677,194 | 81 | 28,505,259 | 1,168 | 24,407 |
| Liberal Arts | 215 | 158,397,841 | 1,319,545 | 120 | 189,337,234 | 8,896 | 21,287 |
| Private | 205 | 156,917,382 | 1,295,964 | 122 | 188,641,457 | 8,969 | 21,033 |
| Public | 10 | 1,480,459 | 23,581 | 63 | 695,777 | 27 | 25,770 |
| Specialized | 139 | 52,756,801 | 329,984 | 160 | 71,106,170 | 2,634 | 27,138 |
| Private | 96 | 40,403,840 | 205,970 | 132 | 55,411,741 | 2,246 | 24,671 |
| Public | 43 | 12,358,956 | 119,014 | 104 | 17,687,379 | 648 | 39,925 |
| Two-Year | 79 | 8,956,140 | 84,030 | 106 | 8,394,861 | 294 | 28,553 |
| Private | 74 | 5,280,304 | 29,792 | 123 | 2,856,738 | 130 | 21,975 |
| Public | 44 | 3,675,736 | 57,238 | 58 | 5,538,223 | 164 | 33,769 |
| Total All Institutions | 945 | $965,471,057 | 7,130,905 | $142 | $1,137,398,532 | 38,029 | $29,135 |

## Significance of Largest Gifts

Information on the largest gifts is also collected in the survey. Institutions are asked to list their three largest gifts from living individuals, through bequests, from foundations, and from corporations. These relatively few large gifts are of crucial importance; in 1995 the sum of these twelve large gifts by the 894 institutions providing complete information accounted for 33 percent of all their reported gift income (about the same as the past few years). *Table 17* shows, by type of institution, the percent of all gifts from each source that these three largest gifts represented over the last five years.

**Table 17**

***Significance of Large Gifts, Five-Year Average***

| Type of Institution | | | 5-Year Average |
|---|---|---|---|
| **Research/Doctoral** | | | |
| Private | 3 largest gifts from living individuals as % of all individual giving | | 17% |
| | 3 largest bequests as % of all individual giving | | 14% |
| | 3 largest gifts from foundations as % of all foundation giving | | 37% |
| | 3 largest gifts from corporations as % of all corporate giving | | 26% |
| | Sum of 12 large gifts as % of total voluntary support | | 29% |
| | Average No. of Institutions Reporting | | 67 |
| Public | 3 largest gifts from living individuals as % of all individual giving | | 17% |
| | 3 largest bequests as % of all individual giving | | 16% |
| | 3 largest gifts from foundations as % of all foundation giving | | 37% |
| | 3 largest gifts from corporations as % of all corporate giving | | 21% |
| | Sum of 12 large gifts as % of total voluntary support | | 28% |
| | Average No. of Institutions Reporting | | 112 |
| **Masters** | | | |
| Private | 3 largest gifts from living | | 25% |
| | 3 largest bequests | | 24% |
| | 3 largest gifts from foundations | | 68% |
| | 3 largest gifts from corporations | | 41% |
| | Sum of 12 large gifts | | 46% |
| | Average No. of Institutions Reporting | | 153 |
| Public | 3 largest gifts from living | | 25% |
| | 3 largest bequests | | 18% |
| | 3 largest gifts from foundations | | 57% |
| | 3 largest gifts from corporations | | 36% |
| | Sum of 12 large gifts | | 40% |
| | Average No. of Institutions Reporting | | 107 |
| **Liberal Arts** | | | |
| Private | 3 largest gifts from living | | 22% |
| | 3 largest bequests | | 22% |
| | 3 largest gifts from foundations | | 67% |
| | 3 largest gifts from corporations | | 40% |
| | Sum of 12 large gifts | | 45% |
| | Average No. of Institutions Reporting | | 168 |
| Public | 3 largest gifts from living | | 36% |
| | 3 largest bequests | | 8% |
| | 3 largest gifts from foundations | | 83% |
| | 3 largest gifts from corporations | | 64% |
| | Sum of 12 large gifts | | 59% |
| | Average No. of Institutions Reporting | | 7 |
| **Specialized** | | | |
| Private | 3 largest gifts from living | | 23% |
| | 3 largest bequests | | 29% |
| | 3 largest gifts from foundations | | 57% |
| | 3 largest gifts from corporations | | 48% |
| | Sum of 12 large gifts | | 43% |
| | Average No. of Institutions Reporting | | 72 |
| Public | 3 largest gifts from living | | 32% |
| | 3 largest bequests | | 22% |
| | 3 largest gifts from foundations | | 57% |
| | 3 largest gifts from corporations | | 25% |
| | Sum of 12 large gifts | | 40% |
| | Average No. of Institutions Reporting | | 12 |
| **Two-Year Institutions** | | | |
| Private | 3 largest gifts from living | | 24% |
| | 3 largest bequests | | 20% |
| | 3 largest gifts from foundations | | 69% |
| | 3 largest gifts from corporations | | 52% |
| | Sum of 12 large gifts | | 46% |
| | Average No. of Institutions Reporting | | 13 |
| Public | 3 largest gifts from living | | 27% |
| | 3 largest bequests | | 23% |
| | 3 largest gifts from foundations | | 83% |
| | 3 largest gifts from corporations | | 47% |
| | Sum of 12 large gifts | | 56% |
| | Average No. of Institutions Reporting | | 47 |

## The 20 Colleges or Universities Reporting the Most Voluntary Support in 1995 from:

| Alumni | Total Dollars |
|---|---|
| 1 Harvard University (MA) | $153,627,385 |
| 2 Cornell University (NY) | 111,709,510 |
| 3 Yale University (CT) | 108,982,323 |
| 4 Leland Stanford Junior University (CA) | 75,788,768 |
| 5 University of Michigan (MI) | 66,108,881 |
| 6 Princeton University (NJ) | 55,249,716 |
| 7 University of Pennsylvania (PA) | 46,419,104 |
| 8 University of Illinois (IL) | 42,722,812 |
| 9 Purdue University (IN) | 42,712,159 |
| 10 Dartmouth College (NH) | 41,653,245 |
| 11 Columbia University (NY) | 40,805,991 |
| 12 Brown University (RI) | 35,602,287 |
| 13 University of California, Berkeley (CA) | 29,774,237 |
| 14 University of Wisconsin, Madison (WI) | 28,559,691 |
| 15 University of Notre Dame (IN) | 27,991,144 |
| 16 Northwestern University (IL) | 27,980,972 |
| 17 University of Chicago (IL) | 27,377,823 |
| 18 Pennsylvania State University (PA) | 26,523,936 |
| 19 University of North Carolina at Chapel Hill (NC) | 25,423,479 |
| 20 Johns Hopkins University (MD) | 24,591,997 |
| University of California, System Summary (CA) | 52,991,006 |

A state system is shown where the combined results from all reporting institutions in the system would place it in the top 20.

| Corporations | Total Dollars |
|---|---|
| 1 Duke University (NC) | $57,754,107 |
| 2 University of Minnesota (MN) | 54,027,086 |
| 3 University of Washington (WA) | 48,637,229 |
| 4 Leland Stanford Junior University (CA) | 42,941,810 |
| 5 Ohio State University (OH) | 42,279,894 |
| 6 Massachusetts Institute of Technology (MA) | 39,579,168 |
| 7 University of Southern California (CA) | 37,267,714 |
| 8 Columbia University (NY) | 36,541,096 |
| 9 University of Utah (UT) | 32,831,387 |
| 10 Cornell University (NY) | 32,587,292 |
| 11 University of California, Berkeley (CA) | 29,803,387 |
| 12 University of Illinois (IL) | 28,259,845 |
| 13 Michigan State University (MI) | 28,225,730 |
| 14 University of Wisconsin, Madison (WI) | 27,717,176 |
| 15 Indiana University (IN) | 27,648,909 |
| 16 Pennsylvania State University (PA) | 27,304,936 |
| 17 North Carolina State University (NC) | 26,485,529 |
| 18 Texas A&M University (TX) | 25,835,354 |
| 19 Purdue University (IN) | 24,510,160 |
| 20 Univ. of Texas MD Anderson Cancer Center (TX) | 24,286,234 |
| University of California, System Summary (CA) | 111,742,180 |
| University of Texas, System Summary (TX) | 78,457,813 |
| California State Univ., System Summary (CA) | 47,822,122 |
| Texas A&M University, System Summary (TX) | 30,138,980 |

| All Sources Combined | Total Dollars |
|---|---|
| 1 Harvard University (MA) | $323,406,242 |
| 2 Leland Stanford Junior University (CA) | 240,832,287 |
| 3 Yale University (CT) | 169,649,606 |
| 4 Cornell University (NY) | 166,736,229 |
| 5 University of Wisconsin, Madison (WI) | 164,340,418 |
| 6 Duke University (NC) | 155,164,009 |
| 7 Columbia University (NY) | 151,800,682 |
| 8 University of Michigan (MI) | 145,757,842 |
| 9 University of Southern California (CA) | 138,399,230 |
| 10 University of Pennsylvania (PA) | 135,324,761 |
| 11 University of Minnesota (MN) | 131,638,509 |
| 12 University of Washington (WA) | 127,774,167 |
| 13 University of Illinois (IL) | 116,579,975 |
| 14 Indiana University (IN) | 109,654,739 |
| 15 University of California, San Francisco (CA) | 108,127,887 |
| 16 Massachusetts Institute of Technology (MA) | 107,937,812 |
| 17 Princeton University (NJ) | 103,829,392 |
| 18 University of California, Berkeley (CA) | 103,088,570 |
| 19 Brown University (RI) | 102,513,437 |
| 20 Northwestern University (IL) | 101,041,213 |
| University of California, System Summary (CA) | 662,716,779 |
| University of Texas, System Summary (TX) | 258,587,506 |
| California State Univ., System Summary (CA) | 137,612,988 |

| Other Individuals | Total Dollars |
|---|---|
| 1 Leland Stanford Junior University (CA) | $64,948,634 |
| 2 University of Southern California (CA) | 10,829,251 |
| 3 Mayo Foundation (MN) | 9,068,511 |
| 4 Harvard University (MA) | 8,991,992 |
| 5 Pepperdine University (CA) | 7,980,200 |
| 6 University of California, San Francisco (CA) | 6,951,508 |
| 7 DePaul University (IL) | 6,199,375 |
| 8 Columbia University (NY) | 5,609,969 |
| 9 Vanderbilt University (TN) | 5,031,775 |
| 10 Duke University (NC) | 4,779,537 |
| 11 University of Miami (FL) | 4,702,375 |
| 12 Johns Hopkins University (MD) | 4,484,075 |
| 13 University of Pennsylvania (PA) | 4,371,855 |
| 14 Cornell University (NY) | 4,267,669 |
| 15 New York University (NY) | 4,232,663 |
| 16 University of Florida (FL) | 4,152,682 |
| 17 University of California, Los Angeles (CA) | 4,094,666 |
| 18 University of Michigan (MI) | 3,918,235 |
| 19 Dartmouth College (NH) | 3,737,464 |
| 20 University of Minnesota (MN) | 3,726,452 |
| University of California, System Summary (CA) | 103,680,259 |
| California State Univ., System Summary (CA) | 54,958,267 |
| University of Texas, System Summary (TX) | 45,724,273 |

| Foundations | Total Dollars |
|---|---|
| 1 Harvard University (MA) | $88,653,569 |
| 2 Yale University (CT) | 53,410,221 |
| 3 Brown University (RI) | 41,389,232 |
| 4 Duke University (NC) | 38,079,558 |
| 5 Columbia University (NY) | 36,686,977 |
| 6 University of California, Los Angeles (CA) | 35,381,341 |
| 7 University of Chicago (IL) | 35,143,229 |
| 8 Massachusetts Institute of Technology (MA) | 32,361,942 |
| 9 University of Wisconsin, Madison (WI) | 31,477,162 |
| 10 University of Pennsylvania (PA) | 31,450,357 |
| 11 Northwestern University (IL) | 27,781,803 |
| 12 New York University (NY) | 27,112,252 |
| 13 Leland Stanford Junior University (CA) | 26,110,893 |
| 14 Cornell University (NY) | 26,020,643 |
| 15 Johns Hopkins University (MD) | 25,535,797 |
| 16 University of California, San Francisco (CA) | 25,229,268 |
| 17 University of North Carolina at Chapel Hill (NC) | 24,724,295 |
| 18 University of Michigan (MI) | 22,684,351 |
| 19 University of Washington (WA) | 21,549,225 |
| 20 Case Western Reserve University (OH) | 21,053,308 |
| University of California, System Summary (CA) | 112,068,060 |
| University of Texas, System Summary (TX) | 56,625,060 |
| Texas A&M University, System Summary (TX) | 21,624,564 |

| Endowment Market Value at Year-End | Total Dollars |
|---|---|
| 1 Harvard University (MA) | $7,045,863,250 |
| 2 Yale University (CT) | 3,987,756,000 |
| 3 Leland Stanford Junior University (CA) | 3,601,752,460 |
| 4 Princeton University (NJ) | 3,532,547,000 |
| 5 Columbia University (NY) | 2,221,408,000 |
| 6 Massachusetts Institute of Technology (MA) | 2,093,216,000 |
| 7 Washington University (MO) | 2,014,184,134 |
| 8 Texas A&M University (TX) | 1,987,761,588 |
| 9 Northwestern University (IL) | 1,788,569,901 |
| 10 University of Pennsylvania (PA) | 1,670,740,000 |
| 11 Cornell University (NY) | 1,569,200,000 |
| 12 William Marsh Rice University (TX) | 1,530,000,000 |
| 13 University of Chicago (IL) | 1,378,000,000 |
| 14 University of Michigan (MI) | 1,355,163,000 |
| 15 Mayo Foundation (MN) | 1,080,200,000 |
| 16 Dartmouth College (NH) | 993,736,000 |
| 17 Vanderbilt University (TN) | 952,820,000 |
| 18 University of Notre Dame (IN) | 938,973,897 |
| 19 University of California, Berkeley (CA) | 895,607,000 |
| 20 University of Southern California (CA) | 883,798,000 |
| University of Texas, System Summary (TX) | 6,466,168,497 |
| University of California, System Summary (CA) | 2,469,184,000 |
| Texas A&M University, System Summary (TX) | 2,029,297,614 |

## The 20 Colleges or Universities Reporting the Most Voluntary Support Per Student in 1995 from:

| | Dollars per Student | | Dollars per Student | | Dollars per Student |
|---|---|---|---|---|---|
| Alumni | | Corporations | | All Sources Combined | |
| 1 Webb Institute of Naval Architecture (NY) | $22,377 | 1 Lancaster Bible College (PA) | $12,215 | 1 Bethany Theological Seminary (IL) | $35,720 |
| 2 Swarthmore College (PA) | 18,723 | 2 Univ. of Texas MD Anderson Cancer Center (TX) | 12,204 | 2 California Institute of Technology (CA) | 34,812 |
| 3 Lasell Briar College (VA) | 14,219 | 3 Univ. of Texas SW Med. Center at Dallas (TX) | 8,425 | 3 Lyon College (AR) | 33,490 |
| 4 Washington and Lee University (VA) | 11,538 | 4 California Institute of Technology (CA) | 8,052 | 4 California Maritime Academy (CA) | 29,982 |
| 5 California Institute of Technology (CA) | 10,534 | 5 Oregon Health Sciences University (OR) | 5,709 | 5 Mayo Foundation (MN) | 29,421 |
| 6 Scripps College (CA) | 10,219 | 6 Duke University (NC) | 4,961 | 6 University of California, San Francisco (CA) | 28,996 |
| 7 Yale University (CT) | 9,940 | 7 Massachusetts Institute of Technology (MA) | 4,566 | 7 Univ. of Texas SW Med. Center at Dallas (TX) | 28,939 |
| 8 Centre College (KY) | 9,140 | 8 Baylor College of Medicine (TX) | 3,105 | 8 Webb Institute of Naval Architecture (NY) | 24,462 |
| 9 Randolph Macon Woman's College (VA) | 8,557 | 9 University of California, San Francisco (CA) | 3,127 | 9 Western Theological Seminary (MI) | 24,214 |
| 10 Princeton University (NJ) | 8,408 | 10 Harvey Mudd College (CA) | 2,953 | 10 Univ. of Texas MD Anderson Cancer Center (TX) | 23,837 |
| 11 Harvard University (MA) | 8,313 | 11 Leland Stanford Junior University (CA) | 2,912 | 11 Nashotah House (WI) | 22,990 |
| 12 Dartmouth College (NH) | 7,855 | 12 Univ. of Texas Med. Branch at Galveston (TX) | 2,384 | 12 Wells College (NY) | 21,636 |
| 13 Antioch College (OH) | 7,666 | 13 Rush-Presbyterian-St Luke's Medical Center (IL) | 2,375 | 13 Swarthmore College (PA) | 19,481 |
| 14 Davis College (NY) | 7,666 | 14 Vanderbilt University (TN) | 2,339 | 14 DePauw University (IN) | 18,837 |
| 15 Mount Holyoke College (MA) | 7,371 | 15 Columbia University (NY) | 1,889 | 15 Yale University (CT) | 18,209 |
| 16 Amherst College (MA) | 7,332 | 16 Princeton University (NJ) | 1,873 | 16 Central Baptist Theological Seminary (KS) | 18,139 |
| 17 Bennington College (VT) | 6,853 | 17 California Institute of the Arts (CA) | 1,847 | 17 Pontifical College Josephinum (OH) | 17,987 |
| 18 Pomona College (CA) | 6,780 | 18 Rensselaer Polytechnic Institute (NY) | 1,827 | 18 Harvard University (MA) | 17,500 |
| 19 Lasell College (NY) | 6,666 | 19 University of Notre Dame (IN) | 1,733 | 19 Washington and Lee University (VA) | 17,458 |
| 20 Williams College (MA) | 6,577 | 20 Clemson University (NY) | 1,595 | 20 Claremont McKenna College (CA) | 16,845 |

| | Dollars per Student | | Dollars per Student | | Dollars per Student |
|---|---|---|---|---|---|
| Other Individuals | | Foundations | | Endowment Market Value at Year End | |
| 1 California Maritime Academy (CA) | $24,311 | 1 Univ. of Texas SW Med. Center at Dallas (TX) | $12,241 | 1 Princeton Theological Seminary (NJ) | $638,586 |
| 2 Lyon College (AR) | 27,276 | 2 University of the Ozarks (AR) | 9,732 | 2 Webb Institute of Naval Architecture (NY) | 558,163 |
| 3 Mayo Foundation (MN) | 19,142 | 3 California Institute of Technology (CA) | 8,920 | 3 Princeton University (NJ) | 540,641 |
| 4 Bethany Theological Seminary (IL) | 19,113 | 4 Mayo Foundation (MN) | 8,432 | 4 Mayo Foundation (MN) | 529,350 |
| 5 Western Theological Seminary (MI) | 17,917 | 5 King College (TN) | 8,083 | 5 Rush-Presbyterian-St Luke's Medical Center (IL) | 491,696 |
| 6 DePauw University (IN) | 16,653 | 6 University of California, San Francisco (CA) | 6,766 | 6 Agnes Scott College (GA) | 423,502 |
| 7 Nashotah House (WI) | 14,295 | 7 Baylor College of Medicine (TX) | 6,333 | 7 Swarthmore College (PA) | 404,853 |
| 8 Saint Meinrad Seminary (IN) | 13,162 | 8 Haverford College (PA) | 5,901 | 8 Harvard University (MA) | 391,270 |
| 9 Davis College (NY) | 12,034 | 9 California Institute of the Arts (CA) | 5,699 | 9 William Marsh Rice University (TX) | 366,204 |
| 10 Hiwassee College (IN) | 11,979 | 10 Univ. of Texas MD Anderson Cancer Center (TX) | 5,466 | 10 Yale University (CT) | 361,899 |
| 11 Pontifical College Josephinum (OH) | 10,104 | 11 Southwestern University (TX) | 5,333 | 11 Connect College (IA) | 358,649 |
| 12 Central Baptist Theological Seminary (KS) | 10,108 | 12 Brown University (RI) | 5,075 | 12 California Institute of Technology (CA) | 350,939 |
| 13 University of California, San Francisco (CA) | 9,909 | 13 Harvey Mudd College (CA) | 5,243 | 13 Pontifical College Josephinum (OH) | 318,896 |
| 14 Wesleyan College (GA) | 9,741 | 14 Univ. of Texas Med. Branch at Galveston (TX) | 5,016 | 14 Pomona College (CA) | 296,755 |
| 15 DuPont College (SC) | 9,225 | 15 Yale University (CT) | 4,972 | 15 Macalester College (MN) | 275,416 |
| 16 Claremont McKenna College (CA) | 9,160 | 16 Yale University (TN) | 4,909 | 16 Episcopal Divinity School (MA) | 267,468 |
| 17 California Institute of Technology (CA) | 7,927 | 17 Converse College (SC) | 4,844 | 17 Berea College (KY) | 251,954 |
| 18 Episcopal Divinity School (MA) | 7,226 | 18 Harvard University (MA) | 4,797 | 18 Amherst College (MA) | 248,061 |
| 19 School of Theology at Claremont (CA) | 6,789 | 19 Oregon Health Sciences University (OR) | 4,431 | 19 Claremont McKenna College (CA) | 241,856 |
| 20 Rush-Presbyterian-St Luke's Medical Center (IL) | 6,763 | 20 Colgate Rochester Divinity School (NY) | 3,797 | 20 Leland Stanford Junior University (CA) | 237,332 |

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# Private Elementary and Secondary Education

## Independent Schools

### Overall

Usable responses to the 1995 survey of Voluntary Support of Education were provided by 415 private independent schools, a 10 percent increase over the 377 that reported in 1994. A breakdown of total support by type of program and student body is shown in *Table 18*.

*Figure 15* depicts the 26-year trend in both current and constant dollar average support received per participating NAIS member school. *Figures 16 and 17* show percentage changes over 1970 amounts in average per-school support for current operations and for capital purposes (constant dollars). Comparable higher education trends are also shown, as are trends in Gross Domestic Product (GDP, which correlates well with support for current operations) and the New York Stock Exchange Index (NYSE, which is a good statistical predictor of support for capital purposes). As can be seen in the figures, increases in giving to independent schools for both current operations and capital purposes have failed to keep pace with the increases in giving to higher education. It is on the capital purposes side, however, that the disparity is most marked. At least two underlying developments have probably contributed to higher education's greater growth per institution.

- Increased enrollments at higher education institutions generally have been followed by increased corporate and foundation support, helping average support per institution to climb during this period. However, on a per-student basis (see *Figures 9-13*), constant dollar support at private institutions of higher education is little changed from 20 years ago.
- Per-student support in constant dollars has also remained fairly constant at independent schools, and

**Figure 15 Average Voluntary Support Per NAIS Member School Survey Participant**

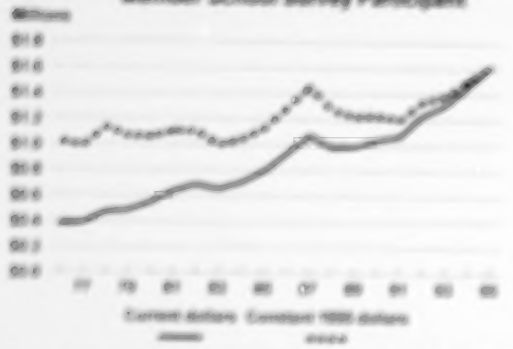

**Figure 16 Voluntary Support for Current Operations, Independent Schools vs Higher Education**

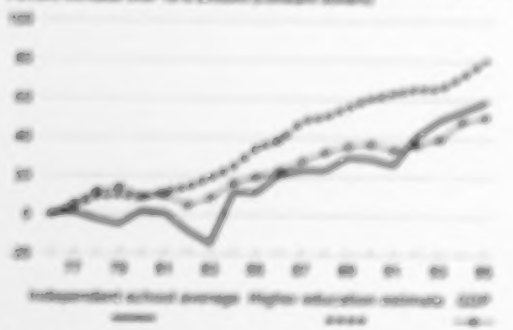

**Figure 17 Voluntary Support for Capital Purposes, Independent Schools vs Higher Education**

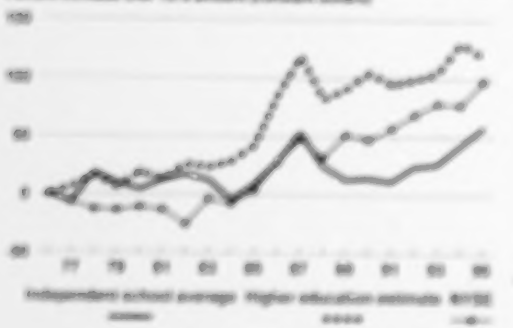

**Table 18**
**Total and Average Support by Type of Independent School, 1995**

| Type of School | | Girls | Boys | Coeducational | Total |
|---|---|---|---|---|---|
| Day Elementary | Total | – | $2,193,491 | $30,629,379 | $33,222,870 |
| | Average | – | $548,373 | $537,358 | $566,637 |
| | | – | (4) | (57) | (61) |
| Day Elementary/ Secondary | Total | $40,493,158 | 13,798,535 | 168,808,250 | 229,171,953 |
| | Average | $1,516,126 | 1,532,726 | 1,421,502 | 1,668,271 |
| | | (30) | (9) | (119) | (158) |
| Day Secondary | Total | 8,756,864 | 23,131,835 | 51,736,177 | 81,624,876 |
| | Average | 948,608 | 2,313,184 | 1,328,569 | 1,632,017 |
| | | (8) | (10) | (39) | (57) |
| Day Boarding | Total | 9,668,171 | 11,840,943 | 53,091,511 | 74,425,595 |
| | Average | 1,211,221 | 1,083,702 | 1,608,834 | 1,550,533 |
| | | (8) | (7) | (33) | (48) |
| Boarding and Boarding/Day | Total | 25,646,833 | 33,763,897 | 196,977,630 | 256,388,360 |
| | Average | 1,709,789 | 2,110,231 | 3,128,629 | 2,727,536 |
| | | (15) | (16) | (63) | (94) |
| All Schools | Total | $87,575,036 | $94,929,571 | $497,328,947 | $689,833,554 |
| | Average | $1,459,958 | $1,846,266 | $1,614,704 | $1,814,057 |
| | | (61) | (46) | (308) | (415) |

(Figures in parentheses show number of schools reporting.)

**Table 19**
**Voluntary Support of Independent Schools by Source, 1994 and 1995**

| | All Institutions Reporting | | | | | Core Group |
|---|---|---|---|---|---|---|
| | 1994 | | 1995 | | | |
| Source of Support | Amount ($000) | Average per Institution | Amount ($000) | Average per Institution | % Change in Average | % Change in Total Support |
| Alumni | $212,519 (28.6) | $963,757 | $266,195 (28.7) | $941,409 | 13.8 | 25.3 |
| Parents | 172,688 (23.4) | 408,258 | 190,080 (20.4) | 458,025 | 0.5 | 6.8 |
| Other Individuals | 67,808 (10.5) | 153,238 | 72,401 (10.8) | 174,581 | 13.9 | 10.3 |
| Corporations | 51,736 (5.2) | 87,173 | 54,643 (5.7) | 99,921 | 26.1 | 28.9 |
| Foundations | 75,332 (11.7) | 169,662 | 88,578 (14.9) | 239,949 | 20.5 | 19.4 |
| Religious Organizations | 1,827 (0.3) | 4,671 | 1,846 (0.3) | 4,448 | -8.7 | 32.4 |
| Other Organizations | 12,973 (2.1) | 33,616 | 16,000 (2.2) | 38,140 | 7.9 | 1.3 |
| Total All Sources | $593,883 (100.0) | $1,462,640 | $689,834 (100.0) | $1,814,057 | 13.5 | 12.4 |
| No. Institutions Reporting | 377 | | 415 | | | 328 |

(Figures in parentheses show percent of total in each column.)

without significantly increased enrollments, per-school averages have also changed little.

- Increased college and university enrollments have naturally led to an increase in the size of the alumni pool, with more alumni making contributions. Consequently, there has been substantial growth in total alumni contribution dollars even though the size of the average alumni gift, in constant dollars, has changed little. There has not been similar enrollment growth at independent schools, hence no similar increase in the size of the alumni pool.

## Sources of Support

*Table 19* presents survey results by source of support (see Summary *Table 3* for a breakdown of support by both source and type of school).

Since the number of survey participants varies from year to year, two types of analysis are used to explore changes over time. First, comparing averages per institution from year to year controls for different numbers of respondents, but can be misleading if the samples for each year *do* differ on important dimensions.

Second, comparing results for just those institutions participating in consecutive surveys – a "core" group controls for sampling changes from one year to the next, but produces a smaller set of institutions that may not be typical of all independent schools. The percentage changes from one year to the next referenced below are based on the core group comparisons.

- Gifts from **alumni**, up 5.1 percent in 1994, jumped 20.5 percent in 1995. Gifts from **parents**, up a strong 27.9 percent in 1994, were unchanged in 1995, actually a very positive result given 1994's leap. Gifts from **other individuals**, which fell 3.3 percent in 1994, climbed 10.3 percent in 1995.
- **Foundation** grants, which rose 17.4 percent in 1994, had another strong year, climbing by 18.6 percent. Gifts from **corporations**, jumped 28.6 percent in 1995, after falling 1.8 percent in 1994.
- Donations from **religious organizations**, which climbed 26.3 percent in 1994, fell 32.4 percent in 1995. Finally, contributions from **other organizations** (clubs, fund-raising consortia, etc.) were unchanged in 1995, after rising 8.4 percent in 1994.
- Over the last few years, contributions from each source group have generally repeated a pattern of climbing strongly one year and then little the next.

## Purposes of Support

*Table 20* shows increases in support broken down by donor-specified purposes. The pattern for independent schools followed higher education closely in 1995.

- Contributions for **current operations** rose 7.9 percent in 1995, a bit better than 1994's 6.9 percent increase (which was on top of a 9.2 percent increase in 1993), and it was more than enough to keep ahead of inflation. As seen in *Figure 15*, gifts for current operations have been on a fairly steady upward climb since 1983, with a few pauses along the way – most notably as a consequence of the recent recession.
- Contributions for **capital purposes** – buildings, equipment, endowment, and loan funds – climbed a robust 16.2 percent, besting 1994's increase of 15.1 percent. As *Figure 16* shows, over much of the last 20 years gifts for capital purposes have fared rather poorly, and do not reflect the rise of the stock market during the last decade that is so clearly reflected for higher education. But the last three years do show a rebound.
- Note that for independent schools a larger portion of gift income is directed toward capital purposes (62.4 percent in 1995) than is the case for higher education (43 percent). With this stronger slant toward capital purpose gifts, overall independent school gift income is generally more vulnerable to the condition of the stock market than is higher education's. But in 1995 this pattern did not bear out. Why did independent schools fare so much better than higher education in 1995 with capital purpose gifts, given the weak NYSE in 1994? (Keep in mind that for tax-related reasons it is usually the calendar year-end condition of the stock market that has the clearest relationship to the level of capital purpose

**Table 20**

**Voluntary Support of Independent Schools by Purpose, 1994 and 1995**

All Institutions Reporting

| Purpose of Support | 1994 Amount ($000) | 1994 Average per Institution | 1995 Amount ($000) | 1995 Average per Institution | % Change in Average | Core Group % Change in Total Support |
|---|---|---|---|---|---|---|
| **Current Operations** | | | | | | |
| Unrestricted | $171,283 (31.1) | $454,279 | $199,023 (29.7) | $480,971 | 5.9 | 7.9 |
| Restricted | 45,760 (8.3) | $121,361 | 53,254 (7.9) | $128,419 | 5.8 | 2.9 |
| Total | $217,313 (39.4) | $575,631 | $252,857 (37.6) | $609,391 | 5.9 | 6.4 |
| **Capital Purposes** | | | | | | |
| Property, Buildings, and Equipment | $158,410 (28.8) | $420,209 | $199,982 (29.7) | $455,378 | 8.4 | 8.0 |
| Endowment Income Unrestricted | 67,971 (12.3) | $180,293 | 96,980 (14.4) | $232,963 | 29.2 | 37.4 |
| Endowment Income Restricted | 105,587 (19.2) | $280,732 | 129,606 (19.3) | $312,551 | 11.3 | 18.2 |
| Loan Funds | 1,276 (0.2) | $3,383 | 4,756 (0.7) | $11,462 | 238.7 | 292.4 |
| Total | $333,442 (60.6) | $885,018 | $431,323 (62.4) | $1,012,104 | 14.4 | 16.2 |
| **Total All Purposes** | $550,945 (100.0) | $1,460,649 | $672,925 (100.0) | $1,621,495 | 11.0 | 12.4 |
| No. Institutions Reporting | 377 | | 415 | | | 328 |

(Figures in parentheses show percent of total in each column.)

**Table 21**

**Voluntary Support of Independent Schools by Purpose and Source, 1995**

(Dollars in thousands. Figures in parentheses show percent of total in each column.)

| Purpose of Support | Individuals: Alumni | Individuals: Parents | Individuals: Others | Organizations: Foundations | Organizations: Corporations | Organizations: Religious | Organizations: Others | Total |
|---|---|---|---|---|---|---|---|---|
| **Current Operations** | | | | | | | | |
| Unrestricted | $75,410 (29.7) | $71,595 (38.9) | $19,494 (29.1) | $10,295 (10.7) | $8,718 (36.9) | $168 (11.5) | $1,379 (38.7) | $186,459 (29.7) |
| Restricted | 13,538 (8.1) | 11,922 (6.5) | 5,360 (7.9) | 11,523 (19.4) | 2,599 (66.3) | 1,194 (33.4) | 4,306 (7.9) | 52,412 (7.9) |
| Total | 89,948 (37.0) | 83,469 (45.3) | 25,344 (37.2) | 23,818 (24.5) | 12,117 (51.3) | 1,361 (77.2) | 5,685 (72.1) | 240,862 (37.8) |
| **Capital Purposes** | | | | | | | | |
| Property, Buildings and Equipment | 58,585 (23.4) | 57,369 (31.8) | 22,210 (32.6) | 23,395 (27.3) | 8,568 (36.3) | 240 (13.8) | 1,932 (73.5) | 181,531 (28.3) |
| Endowment Income Unrestricted | 44,033 (17.3) | 20,224 (11.1) | 11,558 (17.1) | 14,421 (15.1) | 861 (4.1) | 46 (2.8) | 808 (0.7) | 92,119 (14.4) |
| Endowment Income Restricted | 54,672 (21.7) | 23,102 (11.1) | 7,997 (11.8) | 22,780 (23.0) | 1,849 (7.8) | 110 (6.4) | 1,549 (10.5) | 121,431 (19.3) |
| Loan Funds | 586 (0.2) | 522 (0.3) | 668 (1.0) | 241 (0.2) | 126 (0.5) | 0 (0.0) | 44 (0.3) | 2,530 (0.4) |
| Total | $156,126 (66.2) | $101,217 (54.7) | $42,505 (63.0) | $72,840 (75.5) | $11,535 (49.7) | $413 (22.8) | $4,332 (29.9) | $399,609 (62.4) |
| **Total All Purposes** | $254,214 (100.0) | $182,105 (100.0) | $67,610 (100.0) | $96,464 (100.0) | $23,622 (100.0) | $1,802 (100.0) | $14,676 (100.0) | $640,532 (100.0) |
| Number reporting | 332 | 298 | 298 | 298 | 298 | 298 | 298 | 298 |

giving.) The strong increase in gifts for capital purposes in spite of the poor 1994 stock market is explained by sharp increases in bequests and deferred gifts in 1995. Realized bequests, of course, are independent of the condition of the stock market (unless aside?) and can come in at any time. 1994-95 just happened to be a good year for independent schools as far as bequests are concerned. Why did deferred gifts show a strong increase? There are perhaps two things at work here: 1) being newer to this "game," there are more opportunities for independent schools to solicit new donors of deferred gifts. Higher education may have depleted more "demand" for these kinds of gift opportunities; 2) the total number and amount of deferred gifts that independent schools receive is much less than for higher education, so the results are more volatile. One large gift can make more of a difference. See next section.

*Table 21* displays the purposes designated by specific donor groups for their gifts. The pattern is very much the same as in recent years.

## Special Forms of Giving

Combined proceeds from **bequests** and **deferred gifts** (such as trusts, pooled income funds, and annuities) rose 65 percent in 1995, with 38 more schools reporting. Bequests for current operations climbed 115 percent, from $5.8 million in 1994 to $12.5 million in 1995. Bequests for capital purposes rose 38.2 percent, from $45.8 million to $63.3 million. Income from deferred gifts climbed 65 percent, from $29.4 million to $17.9 (see *Summary Table E* for details by type of school).

**Matching gifts** to independent schools accounted for 40 percent of the total $24.7 million in corporate support reported by the 415 schools. Matching gifts totaled $9.9 million, up from $9.1 million last year, and the average match, at $534, was up from $503 in 1994 (see *Summary Table E* for details by type of school).

**Company product and other company property** gifts totaled $1,501,000 and $68,000 respectively, for a combined total of $1,569,000, compared to $733,000 in 1994. Together, company product and property gifts comprised 6 percent of the corporate total, up from 4.1 percent last year (see *Summary Table E* for details by type of school).

**Table 22**

**Giving by Parents for Current Operations, 1995**

| Type of School | Number Schools Reporting | Current Parents Number Solicited | Current Parents Number Donors | Current Parents Donors as % of Solicited | Current Parents Average Gift | Past Parents Number Solicited | Past Parents Number Donors | Past Parents Donors as % of Solicited | Past Parents Average Gift |
|---|---|---|---|---|---|---|---|---|---|
| Boarding/Boarding Day | 83 | 26,702 | 14,116 | 53% | $616 | 115,467 | 16,825 | 14% | $367 |
| Day/Day Boarding | 46 | 21,464 | 12,932 | 60% | 477 | 52,108 | 7,987 | 15% | 333 |
| Day Elementary | 57 | 13,332 | 10,155 | 76% | 305 | 28,195 | 3,256 | 12% | 273 |
| Day Elementary/Secondary | 137 | 75,279 | 46,145 | 61% | 569 | 101,716 | 13,881 | 14% | 399 |
| Day Secondary | 81 | 20,942 | 14,212 | 68% | 518 | 46,327 | 7,445 | 16% | 371 |
| **All Schools** | 404 | 158,419 | 96,558 | 61% | $549 | 343,525 | 51,536 | 15% | $361 |

| Type of School | Number Schools Reporting | Grandparents Number Solicited | Grandparents Number Donors | Grandparents Donors as % of Solicited | Grandparents Average Gift | All Parent Categories Number Solicited | All Parent Categories Number Donors | All Parent Categories Donors as % of Solicited | All Parent Categories Average Gift |
|---|---|---|---|---|---|---|---|---|---|
| Boarding/Boarding Day | 83 | 32,402 | 2,567 | 8% | $276 | 174,569 | 34,508 | 20% | $460 |
| Day/Day Boarding | 46 | 23,276 | 2,553 | 11% | 280 | 96,848 | 23,472 | 24% | 407 |
| Day Elementary | 57 | 19,466 | 2,570 | 13% | 242 | 61,213 | 16,021 | 26% | 329 |
| Day Elementary/Secondary | 137 | 78,672 | 7,687 | 10% | 316 | 253,666 | 68,813 | 28% | 507 |
| Day Secondary | 81 | 13,230 | 1,381 | 10% | 247 | 79,990 | 22,992 | 29% | 421 |
| **All Schools** | 404 | 166,967 | 16,748 | 10% | $288 | 668,937 | 167,944 | 25% | $401 |

**Table 23**

**Giving by Trustees, 1995**

| Type of School | Number Reporting | Average Number of Trustees | Average Number of Donors | Average Gift for All Purposes | Percent for Current Operations | Percent of Individuals Gifts | Percent of Total Gifts |
|---|---|---|---|---|---|---|---|
| Boarding/Boarding Day | 80 | 29 | 28 | $25,758 | 28% | 29% | 28% |
| Day/Day Boarding | 47 | 29 | 25 | 13,627 | 21% | 28% | 22% |
| Day Elementary | 56 | 23 | 23 | 5,841 | 29% | 28% | 21% |
| Day Elementary/Secondary | 149 | 27 | 25 | 8,673 | 28% | 21% | 18% |
| Day Secondary | 57 | 23 | 21 | 11,568 | 18% | 23% | 17% |
| **All Schools** | 393 | 26 | 24 | $12,667 | 26% | 26% | 20% |

**Appreciated property gifts** from noncorporate sources (which include securities, and real and personal property such as land, homes, paintings, antiques, and rare books) rose from $2.7 million in 1994 to $20.3 million in 1995 (see Summary *Table E* for details by type of school). The reported amount of property gifts from individuals has fluctuated widely in recent years.

## Alumni Giving

Data on alumni giving for all purposes and for current operations by type of school are presented in Summary *Table E*. Overall solicitation effectiveness (donors as a percentage of those solicited), at 29.8 percent, was very similar to recent years. Among the various types of schools, the boarding and boarding day schools were most effective at alumni solicitation, reporting donations from 33.3 percent of alumni contacted. Day elementary schools had the lowest solicitation effectiveness rate, at 14.6 percent, all other types of schools reported rates right around 28 percent. The average alumni gift rose 11.1 percent, from $635 to $720. The average gift for current operations was $268, up 9.3 percent from $245 in 1994.

## Parent Giving

*Table 22* provides details on parent giving for current operations in 1995 for the 352 schools that appeared to provide reliable data.

## Trustee Giving

*Table 23* provides details on trustee or governing board giving by type of school. The importance of trustee giving for each type of school is readily apparent.

**Table 24**
**Advancement Program Expenditures as a Percentage of School Expenditures and Voluntary Support, 1995**

| Type of School | Number Reporting | Percent of School Expend. | Percent of Total Support |
|---|---|---|---|
| **Girls' Schools** | | | |
| Day Elementary | – | – | – |
| Day Elementary/Secondary | 27 | 4 | 19 |
| Day Secondary | 8 | 5 | 24 |
| Day/Boarding | 7 | 4 | 20 |
| Boarding and Boarding/Day | 13 | 6 | 19 |
| **Boys' Schools** | | | |
| Day Elementary | 4 | 4 | 24 |
| Day Elementary/Secondary | 7 | 4 | 21 |
| Day Secondary | 12 | 6 | 19 |
| Day/Boarding | 4 | 5 | 25 |
| Boarding and Boarding/Day | 14 | 5 | 19 |
| **Coed Schools** | | | |
| Day Elementary | 54 | 3 | 19 |
| Day Elementary/Secondary | 114 | 3 | 18 |
| Day Secondary | 38 | 4 | 16 |
| Day/Boarding | 29 | 4 | 19 |
| Boarding and Boarding/Day | 67 | 6 | 17 |
| **All Schools** | 387 | 4 | 18 |

**Table 25**
**Total Endowment and Endowment per Student, 1995**

| Type of School | No. Schools | Endowment (000) | Average per Student* |
|---|---|---|---|
| **Girls' Schools** | | | |
| Day Elementary | – | – | – |
| Day Elementary/Sec. | 31 | $285,755 | $16,500 |
| Day Secondary | 3 | 37,410 | 10,371 |
| Day/Boarding | 7 | 73,590 | 19,734 |
| Boarding & Board./Day | 15 | 160,544 | 60,332 |
| **Boys' Schools** | | | |
| Day Elementary | 4 | 32,298 | 27,629 |
| Day Elementary/Sec. | 8 | 95,336 | 17,897 |
| Day Secondary | 10 | 130,509 | 16,938 |
| Day/Boarding | 7 | 54,859 | 17,771 |
| Boarding & Board./Day | 16 | 431,262 | 68,975 |
| **Coed Schools** | | | |
| Day Elementary | 50 | 114,961 | 5,551 |
| Day Elementary/Sec. | 114 | 1,138,355 | 12,416 |
| Day Secondary | 38 | 121,438 | 5,282 |
| Day/Boarding | 33 | 533,670 | 24,552 |
| Boarding & Board./Day | 63 | $2,126,532 | $47,382 |
| **All Schools** | 410 | $5,340,497 | $23,357 |

* The average per student is the mean value of the endowment per student for all schools reporting in each category.

**The Twenty Boarding or Boarding/Day Schools Reporting the Most Endowment in 1995**

| Endowment Market Value | Total | Per Student |
|---|---|---|
| Phillips Academy, (MA) | $374,327,000 | $231,695 |
| Phillips Exeter Academy, (NH) | 242,782,250 | 238,022 |
| St. Paul's School (NH) | 230,284,663 | 467,891 |
| Lawrenceville School (NJ) | 134,290,583 | 179,778 |
| Deerfield Academy, (MA) | 123,408,000 | 212,186 |
| Hotchkiss School (CT) | 108,560,094 | 167,334 |
| Groton School (MA) | 100,756,280 | 338,443 |
| Choate Rosemary Hall (CT) | 92,822,553 | 91,446 |
| Culver Educational Foundation (IN) | 84,294,000 | 136,535 |
| Woodberry Forest School (VA) | 73,154,302 | 200,947 |
| Kalua Gai Palapalai School (HI) | 64,271,224 | 315,134 |
| Taft School (CT) | 56,900,000 | 104,835 |
| Church Farm School (PA) | 51,969,765 | 224,936 |
| Mercersburg Academy, (PA) | 47,800,000 | 125,789 |
| St. Mark's School (MA) | 40,391,242 | 142,282 |
| St. George's School (RI) | 40,104,900 | 127,762 |
| Middlesex School (MA) | 40,080,805 | 137,104 |
| Miss Porter's School (CT) | 35,981,563 | 138,391 |
| Brooks School (MA) | 33,837,067 | 101,309 |
| Exeter [illegible] | 32,072,100 | 80,580 |

**The Twenty Day or Day/Boarding Schools Reporting the Most Endowment in 1995**

| Endowment Market Value | Total | Per Student |
|---|---|---|
| Albuquerque Academy (NM) | $144,302,253 | $144,805 |
| Westminster Schools (GA) | 117,074,133 | 67,948 |
| Punahou School (HI) | 86,100,000 | 17,702 |
| Roxbury Latin School (MA) | 42,962,670 | 156,798 |
| Loomis Chaffee School (CT) | 29,285,053 | 54,291 |
| Westtown School (PA) | 27,888,000 | 64,435 |
| Chapin School (NY) | 21,436,700 | 53,013 |
| Brearley School (NY) | 29,478,491 | 44,937 |
| Regis High School (NY) | 29,176,708 | 56,654 |
| St. John's School (TX) | 26,566,917 | 22,213 |
| Collegiate School (NY) | 25,257,503 | 46,773 |
| Polytechnic School (CA) | 24,440,627 | 29,661 |
| McCallie School (TN) | 23,058,527 | 30,963 |
| John Burroughs School (MO) | 22,076,362 | 46,477 |
| Chamblee Educational Community (MI) | 21,843,567 | 15,975 |
| Shady Side Academy (PA) | 21,200,000 | 23,582 |
| Town Hill School (DE) | 20,721,584 | 32,031 |
| Wyoming Seminary (PA) | 19,765,000 | 28,602 |
| Notre and Greenough School (MA) | 19,364,915 | 28,575 |
| St. Bernard's School (NY) | 17,947,559 | 51,241 |

## Support, Endowment, and Expenditures

To facilitate studies of fundraising effectiveness, schools were asked for information on enrollment, endowment, total educational expenditures, and advancement-program expenses. *Table 24* presents advancement-program expenses as a percentage of total school expenditures and of total voluntary support, by type of school. For all schools reporting these data, advancement-program expenses in 1995 were 4 percent of school expenditures (unchanged from the past five years) and 18 percent of total giving (again very close to that reported for the last five years).

Data on total endowment and endowment per student by type of school are shown in *Table 25*. Average endowment per student climbed from $22,812 in 1994 to $23,357 in 1995.

### The Ten Boarding or Boarding/Day Schools Reporting the Most Support in 1995 from:

| All Sources | Total | Per Student |
|---|---|---|
| Phillips Academy (MA) | $19,992,902 | $16,686 |
| Middlesex School (MA) | 19,664,112 | 64,052 |
| Lawrenceville School (NJ) | 13,382,157 | 17,625 |
| Phillips Exeter Academy (NH) | 13,245,518 | 12,986 |
| Cover Educational Foundation (N) | 12,169,860 | 13,218 |
| Hotchkiss School (CT) | 7,837,757 | 14,514 |
| Taft School (CT) | 7,516,912 | 13,997 |
| Emma Willard School (NY) | 6,750,411 | 21,320 |
| Episcopal High School (VA) | 5,773,920 | 14,527 |
| Deerfield Academy (MA) | 5,670,068 | 9,762 |
| **Alumni** | | |
| Middlesex School (MA) | $17,210,272 | $56,054 |
| Phillips Academy (MA) | 10,240,262 | 13,716 |
| Phillips Exeter Academy (NH) | 10,039,977 | 9,843 |
| Lawrenceville School (NJ) | 8,704,378 | 11,571 |
| Cover Educational Foundation (N) | 5,908,390 | 6,031 |
| Hotchkiss School (CT) | 5,402,641 | 10,005 |
| Taft School (CT) | 4,573,494 | 8,517 |
| Emma Willard School (NY) | 4,441,137 | 14,331 |
| Episcopal High School (VA) | 3,819,529 | 9,597 |
| Mercersburg Academy (PA) | 3,791,039 | 9,871 |
| **Parents** | | |
| Lawrenceville School (NJ) | $2,724,360 | $3,599 |
| Taft School (CT) | 2,483,931 | 4,625 |
| Cushing Academy (MA) | 1,867,224 | 4,668 |
| Middlesex School (MA) | 1,793,203 | 5,840 |
| Trinity-Pawling School (NY) | 1,577,445 | 6,114 |
| Choate Rosemary Hall (CT) | 1,411,840 | 1,452 |
| Cover Educational Foundation (N) | 1,352,487 | 2,068 |
| Eaglebrook School (MA) | 1,250,618 | 5,490 |
| Brewster Academy (NH) | 1,234,936 | 3,858 |
| St. George's School (RI) | 1,187,586 | 3,146 |
| **Foundations** | | |
| Cover Educational Foundation (N) | $5,369,873 | $7,752 |
| Phillips Exeter Academy (NH) | 2,314,160 | 1,975 |
| Deerfield Academy (MA) | 1,642,282 | 2,822 |
| Phillips Academy (MA) | 1,620,850 | 1,382 |
| St. George's School (RI) | 1,482,395 | 4,402 |
| Episcopal High School (VA) | 1,439,804 | 3,608 |
| Hotchkiss School (CT) | 1,381,337 | 2,558 |
| Lawrenceville School (NJ) | 1,340,437 | 1,775 |
| Brooks School (MA) | 1,274,054 | 3,815 |
| Choate Rosemary Hall (CT) | 1,072,966 | 1,104 |
| **Corporations** | | |
| Hampton Arts Academy (VA) | $669,162 | $1,546 |
| Phillips Academy (MA) | 579,018 | 489 |
| Phillips Exeter Academy (NH) | 421,330 | 413 |
| Deerfield Academy (MA) | 394,123 | 677 |
| St. Mark's School (MA) | 359,452 | 1,127 |
| Lawrenceville School (NJ) | 285,994 | 391 |
| Middlesex School (MA) | 232,870 | 855 |
| Hotchkiss School (CT) | 187,142 | 347 |
| St. Paul's School (NH) | 174,915 | 340 |
| Valley Forge Military Academy (PA) | 173,537 | 233 |

### The Ten Day or Day/Boarding Schools Reporting the Most Support in 1995 from:

| All Sources | Total | Per Student |
|---|---|---|
| Polytechnic School (CA) | $8,971,965 | $10,767 |
| Harvard-Westlake School (CA) | 7,980,101 | 5,182 |
| Brearley School (NY) | 7,712,437 | 11,757 |
| Crotin Durham Hall (MN) | 7,175,940 | 5,901 |
| St. Ignatius College Prep. School (IL) | 6,288,945 | 4,929 |
| Hawken School (OH) | 5,706,252 | 6,326 |
| Regis High School (NY) | 5,322,636 | 10,336 |
| Loomis Chaffee School (CT) | 5,229,808 | 7,223 |
| St. John's School (TX) | 4,843,371 | 4,050 |
| Punahou School (HI) | 4,793,545 | 1,291 |
| **Alumni** | | |
| Crotin Durham Hall (MN) | $5,454,450 | $4,915 |
| Regis High School (NY) | 4,734,991 | 9,194 |
| Loomis Chaffee School (CT) | 4,365,590 | 6,030 |
| McCallie School (TN) | 3,595,917 | 4,782 |
| St. Ignatius College Prep. School (IL) | 3,218,158 | 2,521 |
| Wyoming Seminary (PA) | 3,246,525 | 4,427 |
| Sacred Heart Schools (CA) | 3,176,019 | 3,980 |
| Darlington School (GA) | 2,275,805 | 2,520 |
| Polytechnic School (CA) | 2,170,345 | 2,634 |
| Roxbury Latin School (MA) | 1,970,700 | 7,192 |
| **Parents** | | |
| Brearley School (NY) | $4,360,822 | $6,648 |
| Harvard-Westlake School (CA) | 4,218,283 | 2,739 |
| Loyola Academy (IL) | 2,822,671 | 1,467 |
| Pine Crest Preparatory School (FL) | 2,674,608 | 1,674 |
| Dalton School (NY) | 2,609,340 | 2,020 |
| Spence School (NY) | 2,326,086 | 4,059 |
| Breck School (MN) | 2,217,998 | 1,952 |
| Trinity Episcopal School (NY) | 2,123,436 | 2,288 |
| St. John's School (TX) | 1,810,852 | 1,514 |
| Cranbrook Educational Community (MI) | 1,629,976 | 1,190 |
| **Foundations** | | |
| Polytechnic School (CA) | $8,100,213 | $7,403 |
| St. John's School (TX) | 2,091,077 | 1,749 |
| Episcopal High School (TX) | 2,068,929 | 4,073 |
| Tower Hill School (DE) | 2,000,710 | 2,900 |
| Punahou School (HI) | 1,981,839 | 531 |
| Harvard-Westlake School (CA) | 1,977,916 | 1,284 |
| Westminster Schools (GA) | 1,819,634 | 1,056 |
| St. Stephen's Episcopal School (TX) | 1,653,213 | 3,466 |
| Gilmour Academy (OH) | 1,346,490 | 2,168 |
| Lakeside School (WA) | 1,111,024 | 1,603 |
| **Corporations** | | |
| Durham Academy (NC) | $1,164,165 | $1,164 |
| Shady Side Academy (PA) | 1,082,221 | 1,204 |
| Harvard-Westlake School (CA) | 1,060,205 | 684 |
| St. Ignatius College Prep. School (IL) | 773,729 | 606 |
| Punahou School (HI) | 338,657 | 91 |
| Louisville Collegiate School (KY) | 273,165 | 464 |
| Lakeside School (WA) | 264,460 | 382 |
| Loyola Academy (IL) | 262,897 | 137 |
| John Burroughs School (MO) | 231,515 | 487 |
| Georgetown Visitation Prep. School (DC) | 208,085 | 504 |

## Seventh-day Adventist Schools

The table to the right provides a summary of the survey results for Seventh-day Adventist schools that participated in the survey.

With a few exceptions discussed below, the lines in the summary table should be relatively easy to interpret and should provide individual schools with the means to compare their own fundraising performance to other Seventh-day Adventist schools.

Keep in mind that the statistics reported on each line are independently arrived at. For instance, the maximum column shows the largest value reported for each given variable from among all the schools -- the entire maximum column does not reflect the results of just one school.

In the sections on bequests, planned gifts, gifts of appreciated property, matching gifts, alumni giving, and parent giving, only schools reporting non-zero results are included (this is different from the approach of the last few years). For instance, five schools reported bequests. The mean or average number of bequests received per school was 3, but varied from a low of one bequest to a high of 9 bequests. Statistics on the dollar amount of bequests are reported for the same 5 schools. Among these five schools, the average or mean total amount received in the form of bequests was $34,275, but varied from a low of $7,500 to a maximum of $68,232. Among these five schools, the median or 50th percentile school received a total of about $40,000 in bequests.

**Table 29**

**Seventh-day Adventist Schools, 1994-95**

| | No. Reporting | Mean | Minimum | 25% Percentile | 50% Percentile | 75% Percentile | Maximum |
|---|---|---|---|---|---|---|---|
| **Total Voluntary Support (VS)** | 33 | $261,376 | $8,356 | $39,072 | $134,799 | $351,868 | $2,041,214 |
| **Current Operations** | 33 | $195,758 | $5,455 | $35,260 | $81,653 | $181,225 | $1,958,415 |
| Unrestricted | 33 | $122,402 | $0 | $19,140 | $32,525 | $67,451 | $1,434,480 |
| Restricted | 19 | $73,368 | $0 | $5,550 | $27,473 | $51,301 | $646,071 |
| **Capital Purposes** | 33 | $65,610 | $0 | $0 | $23,861 | $58,777 | $535,000 |
| Property, Building & Equipment | 33 | $42,186 | $0 | $0 | $2,232 | $23,714 | $535,000 |
| Endowment and Loan Fund Gifts | 33 | $17,424 | $0 | $0 | $0 | $31,624 | $112,167 |
| **Sources** | | | | | | | |
| Alumni | 33 | $34,899 | $0 | $10,045 | $7,113 | $44,140 | $149,231 |
| Parents | 31 | $17,941 | $0 | $0 | $0 | $2,000 | $408,902 |
| Other Individuals | 33 | $77,342 | $0 | $4,600 | $41,748 | $94,430 | $914,882 |
| Foundations | 33 | $6,405 | $0 | $0 | $0 | $0 | $150,000 |
| Corporations | 33 | $16,355 | $0 | $0 | $0 | $3,000 | $250,000 |
| Religious Organizations | 33 | $69,225 | $0 | $0 | $13,408 | $35,000 | $1,336,859 |
| Fund-Raising Consortia | 33 | $2,326 | $0 | $0 | $0 | $0 | $37,229 |
| Other Organizations | 33 | $17,214 | $0 | $0 | $0 | $0 | $547,986 |
| **Bequests** | | | | | | | |
| Number | 5 | 3 | 1 | | | | 9 |
| Amount | 5 | $34,275 | $7,500 | | | | $94,232 |
| **Planned Gifts** | | | | | | | |
| Number | 3 | 1 | 1 | | | | 2 |
| Amount | 3 | $90,366 | $40,000 | [illegible] | | | $140,000 |
| **Appreciated Property Gifts** | | | | | | | |
| Number | 1 | 1 | 1 | | | | 1 |
| Amount | 1 | $45,000 | $45,000 | | | | $45,000 |
| **Matching Gifts** | | | | | | | |
| Number | 3 | 3 | 1 | | | | 4 |
| Amount | 3 | $754 | $350 | | | | $1,000 |
| Average Gift | 3 | $400 | $88 | | | | $1,000 |
| **Alumni Giving for All Purposes** | | | | | | | |
| Record | 29 | 2,074 | 150 | 430 | 1,600 | 2,587 | 3,578 |
| Solicited | 29 | 1,886 | 150 | 430 | 1,600 | 2,586 | 3,578 |
| Donors | 29 | 490 | 6 | 50 | 438 | 610 | 1,162 |
| Donors as % of Solicited | 29 | 25% | 2% | 4% | 25% | 27% | 58% |
| Average Donor Support | 29 | $65 | $2 | $15 | $46 | $77 | $642 |
| **Alumni Giving for Current Ops.** | | | | | | | |
| Solicited | 14 | 1,674 | 150 | | | | 3,040 |
| Donors | 14 | 465 | 6 | [illegible] | | | 1,162 |
| Donors as % of Solicited | 14 | 23% | 2% | | | | 58% |
| Average Donor Support | 14 | $112 | $32 | | | | $642 |
| **Parent Giving for Current Ops.** | | | | | | | |
| Solicited | 5 | 42 | 7 | | | | 193 |
| Donors | 5 | 24 | 2 | [illegible] | | | 61 |
| Average Donor Support | 5 | $166 | $40 | | | | $400 |
| **Governing Board Giving** | | | | | | | |
| Number of Board Members | 32 | 26 | 17 | 0 | 23 | 24 | 45 |
| Number of Board Donors | 21 | 15 | 2 | 0 | 6 | 13 | 40 |
| Amount for Current Operations | 21 | $3,190 | $0 | $0 | $750 | $2,112 | $18,335 |
| Amount for Capital Purposes | 21 | $1,000 | $0 | $0 | $0 | $0 | $15,000 |
| Average Member Total Giving | 21 | $322 | $38 | $0 | $69 | $227 | $1,750 |
| **Enrollment** | 33 | 233 | 77 | 118 | 174 | 279 | 1,568 |
| **Endowment** | 33 | $363,449 | $0 | $0 | $40,472 | $336,797 | $5,200,000 |
| **Ed. & General Expenditures** | 21 | $1,571,882 | $393,674 | $817,000 | $1,169,142 | $1,755,793 | $5,580,000 |
| **Advancement Program Expend.** | 28 | $34,007 | $869 | $4,262 | $26,390 | $43,652 | $134,830 |
| **Advancement Expend. as % of VS** | 28 | 28% | 1% | 2% | 12% | 32% | > 100% |

# Summary Tables


A. Summary of Voluntary Support of Higher Education, 1995 ..... 26

B. Voluntary Support of Higher Education Core Comparison, 1995 ..... 27

C. Reported Voluntary Support of Higher Education, 1985-1995 ..... 28

D. Estimated Voluntary Support of Higher Education, 1952-1995 ..... 29

E. Voluntary Support of Private Independent Elementary and Secondary Schools and Core Comparison, 1995 ..... 30

**Summary Table A**

**Voluntary Support of Higher Education, 1994-95**

(Dollars in thousands)

| | Private institutions | | | | | | | Public institutions | | | | | | | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Research-Doctoral | Master's | Liberal Arts | Specialized | Total Four-Year | Total Two-Year | All Institutions | Research-Doctoral | Master's | Liberal Arts | Specialized | Total Four-Year | Total Two-Year | All Institutions | |
| Number of Institutions | 73 | 179 | 218 | 107 | 669 | 17 | 686 | 101 | 135 | 19 | 46 | 301 | 99 | 400 | 1,086 |
| **Grand Total of Support** | $3,111,716 | $721,966 | $1,663,087 | $391,856 | $6,100,523 | $24,178 | $6,124,701 | $3,763,777 | $357,211 | $15,043 | $246,352 | $4,382,184 | $85,990 | $4,468,173 | $10,592,875 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| **Purposes of Support** | | | | | | | | | | | | | | | |
| Current Operations-Unrestricted | $740,427 | $175,836 | $439,394 | $105,752 | $1,130,573 | $8,132 | $1,138,704 | $178,402 | $45,331 | $2,315 | $42,853 | $268,949 | $5,364 | $276,313 | $1,414,017 |
| | 10.5 % | 24.9% | 26.7% | 26.6% | 17.4% | 33.6% | 17.5% | 4.7% | 12.7% | 15.4% | 17.4% | 6.1% | 10.5% | 6.2% | 12.5% |
| Current Operations-Restricted | $1,797,214 | $171,691 | $758,279 | $112,941 | $2,140,851 | $3,707 | $2,144,558 | $2,294,719 | $180,988 | $9,945 | $152,787 | $2,635,499 | $36,118 | $2,671,618 | $4,816,176 |
| | 63.0% | 23.8% | 15.5% | 28.7% | 32.9% | 15.3% | 32.9% | 61.0% | 50.7% | 66.1% | 62.0% | 60.1% | 42.0% | 59.8% | 43.5% |
| Property, Buildings & Equipment | $840,388 | $150,653 | $314,538 | $54,465 | $963,284 | $5,124 | $968,767 | $374,353 | $44,431 | $1,103 | $21,907 | $441,793 | $24,943 | $466,736 | $1,435,493 |
| | 11.4% | 20.9% | 19.8% | 13.9% | 14.8% | 27.0% | 14.8% | 9.9% | 12.4% | 7.3% | 8.9% | 10.1% | 29.0% | 10.4% | 13.1% |
| Endowment-Income Unrestricted | $126,333 | $23,328 | $131,340 | $12,249 | $292,247 | $50 | $292,297 | $29,994 | $2,787 | $339 | $589 | $32,600 | $1,216 | $33,816 | $326,913 |
| | 3.4% | 3.1% | 7.9% | 3.1% | 4.5% | 0.2% | 4.5% | 0.8% | 0.8% | 2.3% | 0.2% | 0.7% | 1.2% | 0.8% | 3.0% |
| Endowment-Income Restricted | $1,184,516 | $197,524 | $532,128 | $74,535 | $1,988,075 | $5,648 | $1,961,718 | $880,311 | $82,560 | $4,317 | $28,169 | $995,377 | $13,417 | $1,008,795 | $2,970,513 |
| | 32.0% | 27.4% | 31.9% | 19.5% | 32.1% | 23.4% | 32.1% | 23.4% | 23.1% | 28.8% | 11.4% | 22.7% | 15.6% | 22.6% | 27.5% |
| Loan Funds | $12,709 | $2,962 | $1,934 | $257 | $17,218 | $118 | $17,336 | $8,021 | $362 | $0 | $47 | $8,885 | $1,132 | $11,127 | $28,463 |
| | 0.3% | 0.4% | 0.2% | 0.1% | 0.3% | 0.5% | 0.3% | 0.2% | 0.0% | 0.0% | 0.0% | 0.2% | 1.3% | 0.2% | 0.3% |
| **Sources of Support** | | | | | | | | | | | | | | | |
| Alumni | $1,233,420 | $208,590 | $664,307 | $95,096 | $2,144,679 | $2,808 | $2,147,485 | $901,179 | $67,202 | $1,515 | $9,270 | $979,265 | $2,795 | $982,059 | $3,129,544 |
| | 11.2% | 28.9% | 39.8% | 5.7% | 33.0% | 11.8% | 32.9% | 23.9% | 18.8% | 10.1% | 3.8% | 22.3% | 3.3% | 22.0% | 29.5% |
| Parents | $75,552 | $17,246 | $71,447 | $3,431 | $168,118 | $168 | $168,286 | $13,683 | $3,853 | $174 | $169 | $17,879 | $121 | $18,000 | $186,285 |
| | 1.8% | 2.4% | 4.3% | 0.9% | 2.4% | 0.7% | 2.4% | 0.4% | 1.1% | 1.2% | 0.1% | 0.4% | 0.1% | 0.4% | 1.8% |
| Other Individuals | $729,533 | $196,108 | $428,519 | $104,702 | $1,539,910 | $13,434 | $1,523,253 | $646,518 | $98,096 | $4,442 | $90,710 | $839,857 | $32,326 | $842,183 | $2,365,476 |
| | 19.5% | 27.2% | 25.8% | 42.5% | 23.2% | 55.6% | 23.5% | 17.2% | 27.5% | 29.5% | 24.6% | 19.5% | 37.6% | 18.8% | 21.5% |
| Foundations | $622,946 | $135,950 | $391,218 | $79,743 | $1,217,857 | $3,280 | $1,221,146 | $650,563 | $44,294 | $2,627 | $75,873 | $773,738 | $17,042 | $790,780 | $2,111,926 |
| | 22.1% | 18.8% | 16.8% | 20.4% | 20.3% | 13.6% | 20.2% | 17.3% | 12.4% | 17.5% | 30.8% | 17.7% | 19.8% | 17.7% | 19.2% |
| Corporations | $511,791 | $100,508 | $119,547 | $39,616 | $869,462 | $2,716 | $892,167 | $1,079,537 | $114,222 | $4,323 | $72,975 | $1,272,057 | $27,679 | $1,299,533 | $2,190,669 |
| | 17.4% | 13.9% | 7.1% | 9.9% | 13.7% | 11.2% | 13.7% | 28.7% | 32.0% | 28.7% | 29.6% | 29.0% | 32.2% | 29.1% | 19.9% |
| Religious Organizations | $38,614 | $11,752 | $63,897 | $40,146 | $179,409 | $1,071 | $181,332 | $668 | $138 | $0 | $237 | $1,271 | $30 | $1,301 | $182,330 |
| | 0.9% | 4.9% | 3.8% | 11.8% | 2.8% | 9.5% | 2.8% | 0.0% | 0.0% | 0.1% | 0.1% | 0.0% | 0.0% | 0.0% | 1.7% |
| Other Organizations | $227,617 | $27,584 | $90,642 | $21,731 | $350,574 | $240 | $350,795 | $413,928 | $29,216 | $1,554 | $27,117 | $529,217 | $6,551 | $535,218 | $886,013 |
| | 5.5% | 2.8% | 2.7% | 3.9% | 4.8% | 1.2% | 4.8% | 12.9% | 8.2% | 13.8% | 11.8% | 12.7% | 7.8% | 12.8% | 7.8% |
| **Forms of Giving** | | | | | | | | | | | | | | | |
| Real and Personal Property-Current Operations | $140,164 | $17,952 | $95,091 | $24,552 | $327,679 | $1,095 | $328,913 | $118,904 | $7,052 | $15 | $7,099 | $133,147 | $2,676 | $135,823 | $464,797 |
| | 3.2% | 2.1% | 5.1% | 10.0% | 5.0% | 4.9% | 5.0% | 3.2% | 2.9% | 0.1% | 2.9% | 3.8% | 3.1% | 3.8% | 4.2% |
| Real and Personal Property-Capital Purposes | $220,414 | $14,720 | $224,539 | $27,740 | $508,493 | $2,168 | $661,648 | $273,160 | $20,329 | $55 | $3,837 | $297,401 | $3,555 | $300,436 | $962,054 |
| | 5.1% | 11.4% | 12.5% | 7.1% | 10.1% | 13.1% | 10.1% | 7.3% | 5.7% | 0.4% | 1.6% | 8.8% | 3.5% | 6.7% | 8.8% |
| Trusts, Private Income Funds & Annuities | $174,000 | $21,617 | $217,581 | $24,347 | $429,450 | $2,468 | $429,089 | $232,298 | $16,410 | $527 | $9,052 | $248,287 | $8,443 | $256,740 | $685,829 |
| | 3.5% | 4.6% | 12.0% | 7.8% | 9.4% | 14.4% | 9.4% | 5.9% | 4.8% | 3.5% | 3.7% | 5.7% | 9.8% | 5.7% | 6.1% |
| Company Products | $71,126 | $1,204 | $1,623 | $213 | $99,136 | $203 | $99,339 | $115,236 | $31,902 | $190 | $629 | $148,315 | $1,821 | $150,136 | $239,445 |
| Other Property Real or Personal | $40,412 | $1,408 | $2,252 | $429 | $52,599 | $34 | $52,633 | $72,307 | $12,133 | $9 | $349 | $85,296 | $4,329 | $89,335 | $140,968 |
| Property from Others | $483,552 | $66,155 | $310,196 | $25,476 | $893,857 | $2,124 | $857,991 | $364,223 | $29,284 | $616 | $27,349 | $420,371 | $3,503 | $423,874 | $1,281,865 |
| Number of Matching Gifts | 127,153 | 49,751 | 95,264 | 12,157 | 285,052 | 1,200 | 286,252 | 201,731 | 28,436 | 672 | 1,787 | 232,784 | 2,087 | 234,871 | 521,122 |
| Amount of Matching Gifts | $40,104 | $17,368 | $37,974 | $3,801 | $108,102 | $274 | $108,376 | $50,317 | $5,391 | $140 | $417 | $62,364 | $838 | $63,202 | $171,578 |
| Alumni Annual | 1,439,590 | 1,263,280 | 1,787,977 | 570,249 | 13,260,601 | 219,308 | 13,480,109 | 14,594,885 | 4,816,271 | 190,788 | 290,754 | 19,894,698 | 964,339 | 20,859,036 | 34,339,204 |
| Alumni Volunteers | 4,726,664 | 2,913,056 | 3,464,286 | 552,122 | 11,534,243 | 214,285 | 11,748,532 | 11,340,271 | 3,421,359 | 173,727 | 256,476 | 14,901,833 | 353,249 | 15,255,081 | 27,003,613 |
| Alumni Donors | 1,229,934 | 638,963 | 1,168,858 | 109,717 | 3,087,873 | 21,460 | 3,109,333 | 2,226,172 | 542,672 | 22,777 | 46,140 | 2,835,761 | 28,949 | 2,864,709 | 5,774,062 |
| **Vital Statistics** | | | | | | | | | | | | | | | |
| Total $ Gift Capital | $2,158,216 | $1,534,402 | $7,710,997 | $2,417,559 | $39,863,660 | $154,549 | $40,020,314 | $47,946,253 | $8,467,927 | $452,286 | $3,535,863 | $60,172,329 | $2,766,353 | $62,938,684 | $102,958,998 |
| Number Reporting | 73 | 169 | 218 | 101 | 661 | 17 | 678 | 100 | 134 | 15 | 44 | 298 | 99 | 397 | 1,075 |
| Endowment Market Value | $11,631,972 | $1,312,120 | $19,349,644 | $4,522,738 | $74,990,123 | $129,216 | $80,119,339 | $27,552,505 | $1,091,033 | $58,087 | $316,429 | $29,608,052 | $237,833 | $29,875,886 | $109,995,225 |
| Number Reporting | 72 | 169 | 218 | 100 | 660 | 15 | 675 | 101 | 134 | 16 | 44 | 299 | 64 | 363 | 1,038 |
| Endowment | 745,940 | 429,635 | 494,772 | 91,297 | 2,011,445 | 22,043 | 2,033,488 | 3,152,642 | 1,232,311 | 73,745 | 93,996 | 4,539,694 | 960,932 | 5,500,626 | 7,534,114 |
| Number Reporting | 72 | 166 | 217 | 100 | 655 | 15 | 670 | 129 | 128 | 19 | 16 | 292 | 80 | 372 | 1,042 |

**Summary Table B**

**Voluntary Support, 1994-95, 922 Colleges and Universities Reporting on Two Survey Years, and Percentage Change**

(Dollars in thousands)

| | Private institutions | | | | | | | Public institutions | | | | | | | Grand Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Research/ Doctoral | Master's | Liberal Arts | Specialized | Total Four-Year | Two-Year | All Institutions | Research/ Doctoral | Master's | Liberal Arts | Specialized | Total Four-Year | Two-Year | All Institutions | |
| Number of institutions | 67 | 145 | 287 | 45 | 544 | 12 | 576 | 126 | 124 | 16 | 13 | 279 | 67 | 346 | 922 |
| **Sources of Support** | | | | | | | | | | | | | | | |
| Alumni | $1,211,051 | $186,115 | $646,267 | $30,486 | $2,073,919 | $2,398 | $2,076,317 | $490,685 | $62,632 | $1,367 | $5,346 | $560,080 | $1,615 | $562,695 | $2,639,012 |
| | 14.5% | 0.7% | -5.5% | 10.1% | 6.1% | -21.7% | 6.1% | 7.3% | -22.3% | -7.1% | -4.1% | 4.8% | -62.8% | 4.2% | 5.5% |
| Parents | $64,774 | $16,079 | $69,951 | $2,981 | $153,785 | $157 | $153,942 | $13,531 | $3,745 | $114 | $119 | $17,509 | $39 | $17,548 | $171,490 |
| | 13.5% | -21.9% | 11.3% | 47.1% | 7.9% | -4.3% | 7.9% | 8.4% | -22.3% | 44.0% | -19.0% | -1.4% | -23.2% | -1.5% | 6.8% |
| Other Individuals | $712,444 | $157,426 | $438,584 | $122,225 | $1,431,040 | $11,708 | $1,442,748 | $628,817 | $90,269 | $2,779 | $43,919 | $765,784 | $21,796 | $787,581 | $2,230,328 |
| | 11.6% | 3.1% | 19.2% | 0.0% | 10.7% | 18.6% | 10.7% | -3.7% | -5.4% | -66.8% | -17.7% | -5.1% | 32.9% | -4.3% | 4.8% |
| Foundations | $812,804 | $114,979 | $258,142 | $64,353 | $1,250,277 | $2,014 | $1,252,291 | $632,143 | $42,395 | $2,341 | $71,651 | $748,530 | $10,799 | $759,329 | $2,011,619 |
| | -13.9% | -2.8% | 1.0% | 17.7% | -8.9% | 18.1% | -8.9% | 7.6% | 3.8% | -4.0% | 9.8% | 7.5% | 6.8% | 7.5% | -3.5% |
| Corporations | $613,147 | $91,028 | $112,448 | $25,285 | $831,908 | $1,787 | $833,675 | $1,[illegible],819 | $110,676 | $3,939 | $66,982 | $1,242,966 | $23,269 | $1,266,235 | $2,099,909 |
| | 3.7% | 0.9% | -0.5% | -12.8% | 2.3% | -8.8% | 2.3% | 1.7% | -0.5% | 34.4% | 13.8% | 2.1% | 6.8% | 2.2% | 2.2% |
| Religious Organizations | $34,419 | $29,147 | $56,161 | $34,736 | $154,444 | $1,559 | $156,003 | $883 | $133 | $9 | $220 | $1,245 | $21 | $1,266 | $157,269 |
| | 6.8% | 3.9% | 9.1% | -0.5% | 2.7% | 2.9% | 2.7% | -13.1% | -4.1% | -8.6% | 38.2% | -8.1% | 37.4% | -5.6% | 2.6% |
| Fundraising Consortia | $23,749 | $7,983 | $21,339 | $584 | $53,655 | $156 | $53,812 | $6,734 | $361 | $324 | $113 | $7,531 | $90 | $7,621 | $61,433 |
| | 12.2% | -8.2% | -9.5% | -0.8% | -0.7% | 56.9% | -0.6% | -6.0% | -75.5% | -49.0% | -69.2% | -68.4% | -22.1% | -68.2% | -21.4% |
| Other Organizations | $176,080 | $15,884 | $19,824 | $15,167 | $226,960 | $59 | $227,019 | $451,888 | $27,334 | $562 | $24,519 | $504,032 | $3,564 | $507,601 | $734,650 |
| | -6.0% | -5.2% | 31.4% | 22.9% | -2.0% | 84.0% | -1.9% | 17.8% | 10.3% | 199.0% | 46.8% | 18.0% | -1.7% | 18.4% | 11.9% |
| **Purposes of Support** | | | | | | | | | | | | | | | |
| Current Operations Unrestricted | $381,758 | $144,553 | $401,609 | $102,574 | $1,030,294 | $7,213 | $1,037,506 | $170,214 | $38,426 | $1,318 | $27,526 | $237,483 | $7,132 | $244,566 | $1,282,072 |
| | 8.0% | -8.7% | 8.2% | 9.0% | 5.4% | -7.9% | 5.3% | 7.5% | 12.0% | -6.5% | 157.4% | 15.8% | 97.1% | 16.3% | 7.3% |
| Current Operations Restricted | $1,167,135 | $138,544 | $242,952 | $82,952 | $1,631,293 | $2,598 | $2,334,191 | $2,235,271 | $172,317 | $1,552 | $142,963 | $2,556,103 | $22,500 | $2,578,603 | $4,912,793 |
| | 9.7% | 2.4% | 1.7% | -10.8% | 7.0% | 0.9% | 7.0% | 8.2% | 5.8% | 9.6% | 1.2% | 7.8% | 2.1% | 7.8% | 7.3% |
| Capital - Property Buildings & Equipment | $430,714 | $139,336 | $295,367 | $40,522 | $904,939 | $4,614 | $909,753 | $371,141 | $43,062 | $1,103 | $18,772 | $434,077 | $18,042 | $452,119 | $1,361,872 |
| | 11.8% | 14.2% | 29.0% | 23.0% | 17.8% | 62.1% | 17.9% | 8.6% | -22.6% | 59.6% | 1.1% | -9.8% | 40.8% | -9.5% | 7.8% |
| Endowment Income Unrestricted | $125,314 | $21,868 | $129,615 | $9,589 | $286,483 | $40 | $286,523 | $28,780 | $2,735 | $225 | $989 | $32,529 | $725 | $33,254 | $319,977 |
| | 4.2% | -29.1% | -8.7% | -34.0% | 5.8% | -86.3% | 5.8% | 15.9% | 12.6% | -24.0% | -22.7% | 15.3% | -76.7% | 6.1% | -4.5% |
| Endowment Income Restricted | $1,133,215 | $163,359 | $320,351 | $60,211 | $1,676,937 | $4,744 | $1,681,681 | $671,721 | $80,628 | $3,232 | $24,042 | $879,623 | $10,509 | $890,132 | $2,571,813 |
| | 8.2% | -9.0% | 5.4% | 23.5% | -6.7% | 7.3% | -6.7% | 2.6% | -22.0% | -39.1% | -49.4% | -2.4% | -10.1% | -2.4% | -5.3% |
| Loan Funds | $10,412 | $2,283 | $3,051 | $193 | $15,940 | $108 | $16,052 | $9,973 | $78 | $5 | $46 | $9,101 | $1,111 | $10,212 | $26,264 |
| | 32.1% | -13.9% | -51.9% | 52.1% | -6.3% | 128.4% | -6.3% | -21.7% | -86.6% | -14.3% | -48.7% | -25.8% | 1738.7% | -16.2% | -10.2% |
| Grand Total | $3,149,419 | $609,340 | $1,362,936 | $291,849 | $5,140,017 | $19,816 | $5,165,833 | $3,686,101 | $337,244 | $11,435 | $213,917 | $4,248,696 | $59,989 | $4,308,685 | $10,474,518 |
| | 3.4% | -2.2% | 2.9% | 4.4% | 2.7% | 7.7% | 2.7% | 4.8% | -4.1% | -10.5% | -1.0% | 3.4% | 8.9% | 3.5% | 3.0% |

## Summary Table C

### Voluntary Support of Higher Education, by Source and Purpose, 1984-85 to 1994-95, and Percentage of Grand Total

(Dollars in thousands)

| | 1984-85 | 1985-86 | 1986-87 | 1987-88 | 1988-89 | 1989-90 | 1990-91 | 1991-92 | 1992-93 | 1993-94 | 1994-95 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Number of institutions | 1,114 | 1,104 | 1,114 | 1,142 | 1,132 | 1,098 | 1,046 | 1,060 | 1,105 | 992 | 1,086 |
| **Sources of Support** | | | | | | | | | | | |
| Alumni | $1,223,258 | $1,555,541 | $2,020,207 | $1,752,260 | $1,937,727 | $2,137,718 | $2,299,318 | $2,420,939 | $2,533,993 | $2,915,577 | $3,129,544 |
| | 23.1% | 24.6% | 27.6% | 24.9% | 25.7% | 26.0% | 26.9% | 26.8% | 26.7% | 28.2% | 28.5% |
| Other individuals | 1,187,980 | 1,518,829 | 1,775,490 | 1,657,257 | 1,755,892 | 1,867,341 | 1,940,936 | 2,113,672 | 2,214,141 | 2,296,558 | 2,541,762 |
| | 22.4% | 24.0% | 24.2% | 23.5% | 23.3% | 22.7% | 22.7% | 23.4% | 23.3% | 22.2% | 23.1% |
| Foundations | 982,440 | 1,176,270 | 1,302,332 | 1,376,926 | 1,472,538 | 1,613,226 | 1,702,577 | 1,791,030 | 1,834,794 | 2,104,614 | 2,111,926 |
| | 18.6% | 18.6% | 17.8% | 19.5% | 19.5% | 19.6% | 19.9% | 19.4% | 19.3% | 20.4% | 19.2% |
| Corporations | 1,319,838 | 1,456,044 | 1,568,792 | 1,594,426 * | 1,646,235 | 1,817,451 | 1,871,019 | 1,914,507 | 1,978,155 | 2,095,053 | 2,180,600 |
| | 24.9% | 23.0% | 21.4% | 22.6% | 21.9% | 22.1% | 21.9% | 21.2% | 20.8% | 20.3% | 19.9% |
| Religious Organizations | 175,526 | 180,271 | 175,799 | 171,942 | 232,080 | 184,107 | 174,783 | 171,363 | 202,295 | 168,994 | 182,330 |
| | 3.3% | 2.8% | 2.4% | 2.4% | 2.7% | 2.2% | 2.0% | 1.9% | 2.1% | 1.6% | 1.7% |
| Fundraising Consortia | 71,338 | 69,004 | 65,906 | 80,646 | 80,780 | 58,958 | 73,616 | 73,817 | 60,337 | 79,100 | 63,660 |
| | 1.3% | 1.1% | 0.9% | 1.1% | 1.2% | 0.7% | 0.9% | 0.8% | 0.6% | 0.8% | 0.6% |
| Other Organizations | 335,010 | 372,568 | 414,562 | 408,346 | 443,223 | 535,620 | 529,525 | 587,646 | 667,733 | 667,616 | 772,152 |
| | 6.3% | 5.9% | 5.7% | 5.8% | 5.9% | 6.5% | 6.2% | 6.5% | 7.0% | 6.5% | 7.0% |
| **Purposes of Support** | | | | | | | | | | | |
| Current Operations | $3,017,805 | $3,432,374 | $3,808,292 | $4,012,178 | $4,265,886 | $4,558,348 | $4,902,594 | $5,142,997 | $5,097,498 * | $5,470,095 ** | $6,230,993 |
| | 57.0% | 54.2% | 52.0% | 57.0% | 56.5% | 55.5% | 57.3% | 56.9% | 53.7% | 53.0% | 56.7% |
| Capital Purposes | 2,277,567 | 2,899,312 | 3,514,764 | 3,031,107 | 3,280,589 | 3,655,692 | 3,656,182 | 3,889,979 | 4,394,122 * | 4,850,966 ** | 4,761,382 |
| | 43.0% | 45.8% | 48.0% | 43.0% | 43.5% | 44.5% | 42.7% | 43.1% | 46.3% | 47.0% | 43.3% |
| GRAND TOTAL | $5,295,372 | $6,331,686 | $7,323,056 | $7,041,285 | $7,546,475 | $8,213,998 | $8,558,776 | $9,032,976 | $9,491,620 | $10,320,502 | $10,992,375 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

* Ten institutions with support totaling $302 million did not provide a breakdown of support by purpose in 1993.

** Seven institutions with support totaling $258 million did not provide a breakdown of support by purpose in 1994.

## Summary Table D

### Estimated Total Voluntary Support of Higher Education, by Purpose and Source, 1951-52 to 1994-95

(Dollars in millions)

| Academic Year Ending | Total Voluntary Support | Current Operations | Capital Purposes | Individuals | | Organizations | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | Alumni | Others | Corporations | Foundations | Religious | Other |
| 1952 | $297 | $129 | $168 | $72 | $72 | $40 | $72 | $20 | $21 |
| 1953 | 350 | 161 | 189 | 85 | 85 | 50 | 85 | 22 | 23 |
| 1954 | 394 | 194 | 210 | 90 | 90 | 60 | 90 | 34 | 30 |
| 1955 | 475 | 259 | 275 | 111 | 118 | 65 | 83 | 40 | 55 |
| 1956 | 575 | 235 | 340 | 118 | 142 | 75 | 120 | 57 | 63 |
| 1957 | 640 | 260 | 580 | 122 | 155 | 87 | 340 [1] | 63 | 65 |
| 1958 | 715 | 325 | 390 | 135 | 160 | 90 | 135 | 75 | 75 |
| 1959 | 760 | 417 | 343 | 166 | 186 | 115 | 107 | 78 | 84 |
| 1960 | 815 | 385 | 430 | 191 | 194 | 130 | 163 | 80 | 97 |
| 1961 | 900 | 400 | 500 | 196 | 202 | 147 | 214 | 82 | 54 |
| 1962 | 950 | 415 | 535 | 225 | 215 | 154 | 230 | 82 | 54 |
| 1963 | 1,050 | 505 | 545 | 254 | 227 | 169 | 246 | 92 | 62 |
| 1964 | 1,215 | 540 | 675 | 255 | 288 | 191 | 320 | 97 | 69 |
| 1965 | 1,400 | 610 | 790 | 280 | 348 | 196 | 402 | 101 | 73 |
| 1966 | 1,640 | 675 | 765 | 310 | 355 | 230 | 357 | 108 | 85 |
| 1967 | 1,460 | 710 | 770 | 324 | 372 | 249 | 337 | 107 | 90 |
| 1968 | 1,600 | 800 | 800 | 359 | 409 | 255 | 374 | 118 | 91 |
| 1969 | 1,835 | 870 | 935 | 434 | 452 | 272 | 434 | 155 | 108 |
| 1970 | 1,780 | 960 | 820 | 381 | 471 | 250 | 434 | 102 | 153 |
| 1971 | 1,860 | 1,050 | 810 | 458 | 495 | 259 | 418 | 104 | 126 |
| 1972 | 2,029 | 1,110 | 910 | 481 | 493 | 275 | 523 | 101 | 147 |
| 1973 | 2,240 | 1,230 | 1,010 | 536 | 600 | 320 | 524 | 93 | 161 |
| 1974 | 2,240 | 1,300 | 940 | 559 | 556 | 354 | 535 | 116 | 170 |
| 1975 | 2,160 | 1,370 | 790 | 488 | 516 | 357 | 467 | 112 | 192 |
| 1976 | 2,410 | 1,480 | 930 | 588 | 599 | 379 | 546 | 130 | 195 |
| 1977 | 2,670 | 1,620 | 1,050 | 638 | 646 | 446 | 558 | 136 | 246 |
| 1978 | 3,040 | 1,825 | 1,215 | 714 | 768 | 556 | 623 | 150 | 271 |
| 1979 | 3,230 | 2,010 | 1,220 | 785 | 734 | 558 | 721 | 161 | 291 |
| 1980 | 3,800 [2] | 2,250 | 1,550 [3] | 910 | 847 | 696 | 903 [4] | 155 | 289 |
| 1981 | 4,230 | 2,590 | 1,640 | 1,040 | 1,007 | 778 | 922 | 140 | 334 |
| 1982 | 4,660 [2] | 2,873 [3] | 1,900 [3] | 1,240 [3] | 1,097 | 975 [3] | 1,003 | 175 | 369 |
| 1983 | 5,160 | 3,125 | 2,035 | 1,236 | 1,190 | 1,112 | 1,017 | 208 | 397 |
| 1984 | 5,600 | 3,405 | 2,195 | 1,305 | 1,316 | 1,271 | 1,081 | 190 | 457 |
| 1985 | 6,120 | 3,800 | 2,320 | 1,460 | 1,416 | 1,574 | 1,175 | 208 | 487 |
| 1986 | 7,400 [4] | 4,222 | 3,178 [4] | 1,825 | 1,791 | 1,372 | 1,363 [4] | 211 | 518 |
| 1987 | 8,101 | 4,423 | 4,082 | 2,345 | 2,265 | 1,810 | 1,513 | 234 | 552 |
| 1988 | 8,237 | 4,635 | 3,534 | 2,042 | 1,927 | 1,833 | 1,637 | 157 | 574 |
| 1989 | 8,625 | 5,040 | 3,860 | 2,251 | 2,078 | 1,947 | 1,742 | 237 | 632 |
| 1990 | 9,830 | 5,440 | 4,360 | 2,540 | 2,230 | 2,170 | 1,920 | 240 | 700 |
| 1991 | 10,200 | 5,830 | 4,370 | 2,585 | 2,310 | 2,230 | 2,030 | 240 | 715 |
| 1992 | 10,700 | 6,150 | 4,550 | 2,640 | 2,500 | 2,260 | 2,050 | 240 | 770 |
| 1993 | 11,230 | 6,300 | 4,930 | 2,980 | 2,530 | 2,400 | 2,200 | 250 | 840 |
| 1994 | 12,350 [2] | 6,710 | 5,640 [3] | 3,410 | 2,800 | 2,510 | 2,340 [3] | 240 | 850 |
| 1995 | $12,750 | $7,230 | $5,570 | $3,630 | $2,940 | $2,560 | $2,460 | $270 | $340 |

[1] Includes approximately $200 million in faculty salary enhancement grants.

[2] Includes $175 million in nonrecurring transfer for unrestricted endowment.

[3] Includes $175 million in bequests from alumni for capital purposes.

[4] Includes a single gift of $100 million.

[5] Includes $246 million in two gifts from Annenberg Foundation for endowment.

**Summary Table E**

**Voluntary Support, 1994-95, 615 Independent Elementary and Secondary Schools Reporting (dollars in thousands)**

| | All Schools Reporting (includes percentages of grand total) | | | | | | Schools Reporting in Consecutive Years (includes percentage changes, 1994-95 vs. 1993-94) | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Day Elementary | Day Elem.-Sec. | Day Secondary | Day/ Boarding | Boarding and Boarding/Day | All Schools | Day Elementary | Day Elem.-Sec. | Day Secondary | Day/ Boarding | Boarding and Boarding/Day | All Schools |
| Number of Schools | 47 | 154 | 57 | 48 | 94 | 415 | 43 | 126 | 39 | 36 | 84 | 328 |
| **Grand Total of Support** | $15,223 | $234,172 | *91,625 | $74,426 | $256,388 | $669,834 | $26,710 | $162,246 | $41,562 | $65,426 | $248,943 | $556,696 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 0.5% | 15.4% | 4.4% | 17.5% | 13.3% | 12.4% |
| **Purposes of Support** | | | | | | | | | | | | |
| Current Operations-Unrestricted | $13,442 | $67,757 | $23,843 | $20,534 | $72,606 | $198,642 | $10,490 | $56,867 | $18,065 | $17,565 | $69,264 | $172,291 |
| | 88.5% | 30.2% | 29.2% | 28.1% | 28.3% | 29.7% | 5.2% | 6.5% | 4.1% | 5.8% | 5.3% | 7.9% |
| Current Operations-Restricted | $2,666 | $21,752 | $7,945 | $6,068 | $15,656 | $53,938 | $1,826 | $18,580 | DX 955 | $4,802 | $19,078 | $63,740 |
| | 7.9% | 9.7% | 9.8% | 8.7% | 6.1% | 7.9% | 16.3% | 11.5% | 8.9% | 19.8% | 6.7% | 0.8% |
| Property, Building, Equipment | $11,464 | $68,721 | $30,405 | $22,952 | $64,275 | $198,092 | $10,103 | $58,958 | $19,781 | $23,190 | $53,849 | $162,831 |
| | 35.7% | 30.4% | 57.2% | 30.7% | 27.2% | 28.1% | -15.8% | 5.9% | 16.5% | 37.5% | 0.8% | 8.3% |
| Endowment Income-Unrestricted | $2,108 | $38,053 | $13,965 | $12,353 | $29,086 | $96,256 | $2,369 | $33,793 | $13,733 | $11,868 | $28,615 | $90,329 |
| | 9.8% | 17.0% | 17.0% | 16.9% | 11.3% | 14.4% | -13.8% | 61.3% | 28.1% | 18.7% | 33.4% | 37.4% |
| Endowment Income-Restricted | $2,403 | $29,340 | $8,472 | $7,590 | $82,118 | $129,913 | $1,982 | $23,083 | $9,549 | $10,500 | $60,972 | $120,667 |
| | 7.5% | 11.7% | 7.9% | 15.6% | 32.5% | 18.5% | -1.0% | 9.0% | -48.5% | 26.5% | 30.8% | 18.2% |
| Gift Funds | $0 | $1,564 | $0 | $598 | $2,599 | $4,762 | $0 | $1,569 | $0 | $534 | $2,165 | $4,648 |
| | 0.0% | 0.7% | 0.0% | 0.8% | 1.0% | 0.7% | -100.0% | 2021.0% | NA | 233.5% | -25.0% | 292.4% |
| **Sources of Support** | | | | | | | | | | | | |
| Alumni | $2,342 | $55,567 | $28,716 | $29,642 | $140,316 | $256,185 | $2,255 | $48,958 | $26,142 | $29,892 | $140,079 | $249,365 |
| | 9.9% | 24.6% | 35.2% | 39.8% | 58.2% | 39.7% | 18.7% | 7.9% | -22.8% | 22.5% | 24.7% | 20.5% |
| Parents | $18,224 | $65,196 | $21,657 | $22,624 | $40,714 | $190,080 | $15,229 | $73,610 | $17,368 | $19,533 | $39,111 | $165,281 |
| | 56.9% | 28.4% | 26.5% | 30.4% | 16.9% | 28.4% | -6.0% | 13.9% | -24.0% | 40.3% | -16.3% | -0.5% |
| Other Individuals | $5,782 | $27,508 | $11,038 | $7,333 | $21,000 | $72,461 | $4,773 | $23,104 | $7,536 | $5,423 | $20,191 | $60,518 |
| | 17.8% | 12.0% | 13.5% | 9.4% | 8.2% | 10.8% | -22.1% | 28.9% | 32.4% | 7.5% | 8.5% | 10.3% |
| Foundations | $3,267 | $39,302 | $10,595 | $10,805 | $36,110 | $94,578 | $2,529 | $33,489 | $9,783 | $9,268 | $34,702 | $89,739 |
| | 9.8% | 17.5% | 13.0% | 14.0% | 14.3% | 14.3% | -34.4% | 27.0% | 2.9% | -24.1% | 42.8% | 18.6% |
| Corporations | $968 | $5,078 | $5,338 | $3,102 | $6,667 | $24,693 | $649 | $7,625 | $4,052 | $2,740 | $6,425 | $21,836 |
| | 2.9% | 4.0% | 6.2% | 4.2% | 2.9% | 3.7% | -2.7% | 16.3% | 55.4% | 67.7% | 9.9% | 28.9% |
| Religious Organizations | $0 | $982 | $605 | $328 | $62 | $1,996 | $4 | $868 | $578 | $118 | $54 | $1,222 |
| | 0.0% | 0.3% | 1.1% | 0.4% | 0.0% | 0.3% | -52.2% | -20.5% | -33.1% | -57.4% | -25.2% | -32.6% |
| Other Organizations | $1,457 | $9,027 | $2,677 | $1,372 | $2,433 | $15,555 | $1,283 | $4,731 | $2,104 | $1,048 | $2,331 | $11,558 |
| | 9.6% | 2.7% | 4.5% | 1.9% | 1.0% | 2.2% | -28.5% | 3.5% | 11.8% | -2.9% | 13.5% | 1.0% |
| **Forms of Giving** | | | | | | | | | | | | |
| Bequests for Current Operations | $366 | $1,996 | $323 | $634 | $1,715 | $12,483 | | | | | | |
| | 1.2% | 2.4% | 0.8% | 2.8% | 2.1% | 1.9% | | | | | | |
| Bequests for Capital Purposes | $1,754 | $13,790 | $2,398 | $3,114 | $40,203 | $83,320 | | | | | | |
| | 3.3% | 6.2% | 2.9% | 4.2% | 16.5% | 9.5% | | | | | | |
| Trusts Where Income Goes | $405 | $5,774 | $1,545 | $4,638 | $40,163 | $57,629 | | | | | | |
| and Includes | 1.5% | 2.4% | 1.9% | 6.2% | 17.8% | 9.6% | | | | | | |
| Use of Property, | | | | | | $102,17 | | | | | | |
| Company Products | $13 | $453 | $529 | $104 | $102 | $1,551 | | | | | | |
| Other Property from Companies | $24 | $39 | $0 | $0 | $0 | $64 | | | | | | |
| Property from Other Sources | $230 | $4,403 | $15 | $1,329 | $206 | $10,258 | | | | | | |
| **Corporate Matching Gifts** | | | | | | | | | | | | |
| Number of Gifts | 418 | 1,400 | 2,296 | 1,878 | 5,464 | 18,606 | | | | | | |
| Amount Matched | $144 | $1,703 | $1,088 | $855 | $4,104 | $9,934 | | | | | | |
| **Alumni Giving** | | | | | | | | | | | | |
| Alumni Affected | 67,197 | 472,711 | 267,235 | 108,256 | 409,841 | 1,374,111 | | | | | | |
| Alumni Donated | 18,236 | 174,889 | 233,414 | 76,477 | 404,120 | 1,231,556 | | | | | | |
| Alumni Giving | 8,511 | 107,846 | 93,991 | 42,742 | 134,708 | 554,628 | | | | | | |
| Average Gift Size | $466 | $616 | $402 | $559 | $333 | $450 | | | | | | |
| For Any Purpose | $164 | $450 | $408 | $686 | $1,086 | $728 | | | | | | |
| For Current Operations | $164 | $237 | $162 | $132 | $340 | $264 | | | | | | |
| **Vital Statistics** | | | | | | | | | | | | |
| Est. Current Expenditures | $213,206 | $1,213,846 | $295,927 | $373,249 | $732,419 | $2,830,643 | | | | | | |
| No. Schools Reporting | 43 | 154 | 57 | 47 | 94 | 413 | | | | | | |
| Enrollment | 8,167,240 | $1,523,416 | $311,206 | $662,119 | $2,718,537 | $5,362,487 | | | | | | |
| No. Schools Reporting | 43 | 752 | 57 | 95 | 92 | 407 | | | | | | |
| Enrollment | 21,618 | 118,841 | 34,338 | 28,726 | 29,545 | 229,703 | | | | | | |
| No. Schools Reporting | 41 | 155 | 57 | 46 | 34 | 415 | | | | | | |

# Methodology

## Background

The Council for Aid to Education (CAE) has conducted survey research on private support of education since 1957, when it assumed responsibility for a survey conducted by the American Alumni Association. Over the years this responsibility has evolved into the large-scale annual research and dissemination effort, the Voluntary Support of Education survey (VSE), which is sent on paper and diskettes to all colleges and universities and many private elementary and secondary schools in the United States. The Council for Advancement and Support of Education (CASE) and the National Association of Independent Schools (NAIS) are cosponsors of the survey with the CAE.

Based on VSE survey results, CAE develops definitive national estimates of giving to higher education — the benchmarks by which the country tracks private support of education. CAE disseminates survey results and analyses to education institutions in a variety of ways to help them better plan and assess their fundraising efforts with alumni, foundations, corporations, and others.

## What Is Voluntary Support?

The Voluntary Support of Education survey is designed to obtain information on the amounts, sources, donor-specified purposes, and forms of private gifts, grants, and bequests received by educational institutions.

Included as voluntary support (all gift and grant income) are:

- Gifts and grants to the institution (both restricted and unrestricted for current operations and for capital purposes, regardless of form as cash, products, property, securities, life insurance contracts, etc.);
- Gifts and grants to affiliated foundations and organizations created to raise funds for the institution;
- Cash payments returned as contributions from salaried staff;
- Insurance premiums paid by donors.

Not included as voluntary support are:

- Pledges or commitments of financial support made but not received during the year;
- Gifts from affiliated foundations and organizations to the institution (because they are counted when received by the foundation or organization, not when they are passed to the institution itself);
- Non-gift revenue earned by the fund-raising function, e.g., advertisements in alumni magazines or event programs, sales of alumni memorabilia, other sales, raffles;
- Bequests not yet received from estate executors or administrators;
- Revenue from contract research and other contracts which violate the donative nature of voluntary support;
- Revenue from special education programs;
- Membership fees for industrial liaison programs, corporate affiliate or associate programs, and the like;
- Any public funds (e.g., government grants or contracts);
- Income from trusts, endowment, and other investments;
- Student Financial Aid when the gift is in support of a specific student identified by name;
- Contributed services, unless cash payments from the institution are returned as contributions;
- The value of deferred giving contracts terminated due to the death of the income beneficiary during the year.

## Participation

The 1995 survey collected data on funds raised from private sources for the fiscal year beginning July 1, 1994 and ending June 30, 1995 (with a few of the institutions reporting on different fiscal calendars). Questionnaires were mailed to almost 2,900 institutions of higher education, many of which report for multiple branches. Questionnaires were also mailed to over 1,300 private elementary and secondary schools, including all members of the National Association of Independent Schools (NAIS), Seventh-day Adventist schools, and many Friends and military schools (see Tables A and C).

The college and university participation rate was 45 percent overall, but varied by type of institution (see

**Table A**
**Survey Participation, 1995**

| | Four-Year Colleges and Universities | Two-Year Colleges | All Higher Education | Private Elementary and Secondary Schools | Total Institutions |
|---|---|---|---|---|---|
| Invited to participate | 1,769 | 1,109 | 2,878 | 1,126 | 4,004 |
| Responses | | | | | |
| Completed questionnaires, listed within or below* | 681 | 116 | 1,097 | 447 | 1,544 |
| Additional branches reflected on consolidated questionnaires | 156 | 26 | 182 | 0 | 182 |
| Reporting too late | 0 | 0 | 0 | 2 | 2 |
| Reporting no support (see Table D) | 0 | 1 | 1 | 1 | 2 |
| Reporting insufficient detail to be listed (see Table D) | 4 | 4 | 8 | 1 | 9 |
| Total responding | 1,141 | 147 | 1,288 | 451 | 1,739 |
| Response rate | 64% | 13% | 45% | 40% | 43% |

* Includes 11 surveys that are either summaries for a system or reports from units of a larger entity. These are excluded from the analysis within

Table B: The total elementary and secondary school participation rate was 80 percent and also varied considerably by type of school (see Table C). Institutions that submitted questionnaires with insufficient data to be listed in the *Institutional Data* section, or that received no voluntary support, are shown in Table D.

In no year since the survey was begun in 1954-55 have as many as half of the institutions of higher education responded. In recent years, the actual response has numbered between 1,000 and 1,200 colleges and universities out of approximately 2,900 invited to participate. Despite yearly fluctuations in both size and composition of the group of institutions participating, CAE estimates that the amounts reported have averaged about 85 percent of the total voluntary support received by all colleges and universities (an estimate confirmed in 1989 with a follow-up survey to nonrespondents).

**Table B**
**Survey Participation Rates for Higher Education Institutions, 1995**

Groupings Reflect Carnegie Classifications, 1994

| Type and Control | Number Invited | Number* Participating | Participation Rate (%) |
|---|---|---|---|
| **Research/Doctoral** | 240 | 205 | 84% |
| Private | 84 | 73 | 87% |
| Public | 156 | 132 | 85% |
| **Comprehensive** | 405 | 307 | 82% |
| Private | 242 | 171 | 70% |
| Public | 253 | 136 | 54% |
| **Liberal Arts** | 601 | 539 | 90% |
| Private | 529 | 529 | 100% |
| Public | 72 | 19 | 26% |
| **Specialized** | 676 | 523 | 29% |
| Private | 596 | 507 | 24% |
| Public | 80 | 16 | 20% |
| **Two-Year** | 1,106 | 121 | 11% |
| Private | 132 | 17 | 13% |
| Public | 977 | 104 | 11% |
| **All Institutions** | 2,978 | 1,095 | 38% |
| Private | 1,377 | 699 | 50% |
| Public | 1,601 | 407 | 27% |

* Public institutions are under-reported because many public institutions report only in summary for all campuses.
Includes 8 reporting in insufficient detail and 1 all-zero response.

## Estimates vs. Survey Results

It is important to keep in mind the differences between the amounts reported in the **National Estimates** section and the amounts reported in the **Survey Results** section of this report. Where the latter section is based solely on data from the institutions that participated in this year's survey, the former section extrapolates from the actual survey results to estimate what the results would look like were we to have 100 percent participation.

**Table C**
**Survey Participation Rates for Elementary and Secondary Schools, 1995**

| INVITED TO PARTICIPATE Affiliation | Additional Affiliation: None | Friends | Episcopal | Exceptional | Lutheran | Military | Catholic | Total* Membership Invited |
|---|---|---|---|---|---|---|---|---|
| Catholic | 35 | | | 1 | | 1 | | 127 |
| Episcopal | 2 | | | | | | | 38 |
| Exceptional Children | 3 | | | | | | | 4 |
| Friends | 34 | | | | | | | 43 |
| Nat Assoc Indep Schools | 801 | 25 | 34 | 3 | 1 | 18 | 90 | 972 |
| Lutheran | 5 | | | | | | | 6 |
| Military | 11 | | | | | | | 33 |
| Seventh-day Adventist | 63 | | | | | | | 63 |

Total number of schools invited to participate: 1,120

| NUMBER PARTICIPATING Affiliation | Additional Affiliation: None | Friends | Episcopal | Exceptional | Lutheran | Military | Catholic | Invited* | Participating | Participation Rate (%) |
|---|---|---|---|---|---|---|---|---|---|---|
| Catholic | 12 | | | 1 | | | | 47 | | 37 |
| Episcopal | 2 | | | | | | | 28 | | 78 |
| Exceptional Children | 0 | | | | | | | 2 | | 50 |
| Friends | 2 | | | | | | | 76 | | 25 |
| Nat Assoc Indep Schools | 378 | 14 | 28 | 1 | | 5 | 34 | 401 | | 41 |
| Lutheran | 0 | | | | | | | 0 | | 0 |
| Military | 0 | | | | | | | 5 | | 17 |
| Seventh-day Adventist | 35 | | | | | | | 35 | | 56 |

Total number of schools participating: 447

* Totals for a particular affiliation group are the sum of as many as three figures in the table: schools in the listing group with no additional affiliation; plus schools in the group with an additional affiliation; plus schools in another affiliation group with the affiliation in question as an additional one. As an example, a total of 4 Schools for Exceptional Children were invited to participate: none with no other affiliation, but 1 that was also a Catholic School and 3 that were also members of the National Association of Independent Schools.

**Table D**
**Respondents Not Listed in Institutional Data Section -- Voluntary Support of Education 1995**

**Colleges and Universities Not Listed (Reporting in Insufficient Detail)**

| | |
|---|---|
| Georgian Court College (NJ): | $ 389,529 |
| Iowa Valley Comm. College (IA): | 198,008 |
| Metropolitan Comm. College (MO): | 915,710 |
| Midwestern State University (TX): | 1,923,085 |
| North Central Michigan College (MI): | 77,151 |
| Northeast State Tech. Comm. College (TN): | 822,550 |
| University of Oklahoma (OK): | 33,510,275 |
| St. Mary's College (IN): | 4,311,660 |

**Colleges and Universities Reporting No Support**

Technical College of the Municipality of San Juan (PR)

**Independent Schools Not Listed (Reporting in Insufficient Detail or Late)**

| | |
|---|---|
| Academy of the Sacred Heart: | $ 400,846 |
| Escondido Adventist Academy (CA): | 81,000 |
| Monterey Bay Academy (CA): | 131,055 |

**Independent School Reporting No Support**

Astor Home for Children/Astor Learning Center (NY)

By developing national estimates each year, we can "correct" for annual differences in participation and look at private giving in relation to national estimates of other important higher education measures, such as enrollments and expenditures.

We approach the estimation process two ways. First, we look at the percentage change in support by source group and by major purpose category among those institutions that participated in two consecutive years (the "core" group of institutions). Since the core group's gift income typically represents well over 90 percent of the reported gift income, the core group itself provides a very robust set of benchmarks on year-to-year changes, which we can then apply to the previous year's national estimates of giving by source and purpose. However, because the core group results may be more positive than the results we would get were we to achieve full participation, we adjust the degree of change in the national estimates downward somewhat as appropriate by comparison with the core group.

Second, we look at participation by Carnegie group. Based on the 1989 follow-up study, we can assume that average total support per Carnegie type of nonparticipating institution will be about 40 percent of what was reported on average by participating institutions, both because nonparticipants tend to be smaller and because there is a tendency not to participate after a bad year. We are then able to make estimates of support among nonparticipants by Carnegie group. The sum of these estimates plus the actual results reported by participants should be close to the national estimates we arrived at by the first method described above. If not, we review and adjust factors and weights until there is reasonable consistency across the entire model.

## Definitions of Reporting Categories

For those not familiar with the survey, definitions of the major data categories are provided below. For complete information on the reporting standards underlying the survey, please refer to *Management Reporting Standards for Educational Institutions: Fundraising and Related Activities, 1993*, available from the Council for Advancement and Support of Education, 11 Dupont Circle, Washington, DC 20036.



### SOURCE CATEGORIES

- **Alumni** Former students -- full- or part-time, undergraduate or graduate -- who have earned some credit toward one of the degrees offered by the reporting institution.
- **Parents** Persons other than those defined above as alumni who are the parents, grandparents, or guardians of other currently enrolled or former students of the reporting institution. An affiliation as an alumnus takes precedence over that of parent for the purpose of this survey.
- **Other Individuals** All persons who are not classifiable as alumni or parents by the above definitions.
- **Foundations** Private tax-exempt entities, whether corporate or trust in legal form, that have been established and are operated exclusively for charitable purposes. Not all grant-making organizations that use the word "foundation" in their titles are included in this category. The National Science Foundation and the Exxon Education Foundation, for example, are not private tax-exempt entities and, therefore, their grants should not be included in a report of private voluntary support.
- **Corporations** Corporations, partnerships, and cooperatives that have been organized for profit-making purposes, including corporations owned by individuals and families and other closely held companies. Also included in this category are business-sponsored foundations, i.e., those organizations that have been created by business corporations and that have been funded exclusively by their companies. Also included are industry trade associations.
- **Religious Organizations** Includes churches, synagogues, and temples and their denominational entities, branches, orders, and service groups.
- **Fundraising Consortia** Entities that have been formed by a group of cooperating institutions or organizations for the purpose of facilitating their fundraising activities. The United Negro College Fund and the Virginia Council of Independent Colleges are examples of entities to be considered fundraising consortia.
- **Other Organizations** All organizations not defined above as foundations, corporations and businesses, religious organizations, or fundraising consortia other than governmental agencies. Examples include fraternal organizations. Alumni association gifts are to be counted as coming from alumni.

### PURPOSE CATEGORIES

- **Current Operations–Unrestricted** Gifts, in any form, including bequests, given by donors without any restriction on their use, regardless of any subsequent use by the institution for current operations, to function as endowment, or to construct facilities.
- **Current Operations–Restricted** Gifts for current operations on which the donor placed a restriction as to how these funds could be expended for current operations. Categories of restriction include: Academic Divisions, Faculty and Staff Compensation, Research, Public Service and Extension, Library, Operations and Maintenance of Physical Plant, Student Financial Aid, and Other.
- **Capital Purposes–Property, Buildings, and Equipment** Gifts of both real and personal property for the use of the institution, as well as gifts made for the purpose of purchasing buildings, other facilities, equipment, and land for use of the institution, constructing or providing major renovations of buildings and other facilities, and retirement of indebtedness.
- **Capital Purposes–Endowment and Similar Funds: Income Unrestricted** Gifts restricted by donors for endowment, but not bearing any restriction from the donor as to the use of the income the endowment produces.
- **Capital Purposes–Endowment and Similar Funds: Income Restricted** Gifts added to the endowment funds of the institution by donor direction, from which the income is limited by the donor for specific purposes or programs. The categories of restriction here are the same as listed under Current Operations-Restricted.
- **Capital Purposes–Loan Funds** Gifts restricted by donors to be used to make loans to students, faculty, and staff.

**ALUMNI GIVING RATES**

- **Alumni of Record** Those living alumni carried on an institution's records and for whom there are current addresses.
- **Alumni Solicited** The number of alumni of record who receive at least one solicitation during the course of the reporting year.
- **Alumni Donors** The number of alumni who made one or more gifts during the year in question.

**VITAL STATISTICS**

- **Enrollment** Figures are opening fall enrollments for the academic year covered by the survey.
- **Endowment** The market value of endowment and similar funds (including quasi-endowments) at the end of the reporting period in question.
- **Expenditures** Total educational and general expenditures and mandatory transfers for the institution and its foundation (if it has one), excluding transactions between them. Includes expenditures for instruction, research, public service, libraries, other academic support, student services, institutional support, operation and maintenance of physical plant, and scholarships and fellowships. Excludes auxiliary enterprises, hospital operations, independent operations, loan funds, and capital expenditures.
- **Advancement Program Expenditures** (private elementary and secondary schools only) Includes salary and program expenses for development, alumni and parent relations, and publications and public relations for the advancement program.

## The Carnegie Classification

Throughout this report, higher education institutions are organized within Carnegie Foundation for the Advancement of Teaching groupings (using their 1994 reclassifications). For purposes of this report, Research I and II and Doctoral I and II institutions are collapsed into a single category, Master's I and II institutions are collapsed into a single category, and Baccalaureate I and II institutions are collapsed into a single category. The Carnegie definitions are:

- **Research Universities I** These institutions offer a full range of baccalaureate programs, are committed to graduate education through the doctorate, and give high priority to research. They award 50 or more doctoral degrees each year. In addition, they receive annually $40 million or more in federal support.
- **Research Universities II** These institutions offer a full range of baccalaureate programs, are committed to graduate education through the doctorate, and give high priority to research. They award 50 or more doctoral degrees each year. In addition, they receive annually between $15.5 million and $40 million in federal support.
- **Doctoral Universities I** These institutions offer a full range of baccalaureate programs and are committed to graduate education through the doctorate. They award at least 40 doctoral degrees annually in five or more disciplines.
- **Doctoral Universities II** These institutions offer a full range of baccalaureate programs and are committed to graduate education through the doctorate. They award annually at least ten doctoral degrees in three or more disciplines or 20 or more doctoral degrees in one or more disciplines.
- **Master's (Comprehensive) Colleges and Universities I** These institutions offer a full range of baccalaureate programs and are committed to graduate education through the master's degree. They award 40 or more master's degrees annually in three or more disciplines.
- **Master's (Comprehensive) Colleges and Universities II** These institutions offer a full range of baccalaureate programs and are committed to graduate education through the master's degree. They award 20 or more master's degrees annually in one or more disciplines.
- **Baccalaureate (Liberal Arts) Colleges I** These institutions are primarily undergraduate colleges with major emphasis on baccalaureate degree programs. They award 40 percent or more of their baccalaureate degrees in liberal arts fields and are restrictive in admissions.
- **Baccalaureate (Liberal Arts) Colleges II** These institutions are primarily undergraduate colleges with major emphasis on baccalaureate degree programs. They award less than 40 percent of their baccalaureate degrees in liberal arts fields or are less restrictive in admissions.
- **Associate of Arts Colleges** These two-year institutions offer associate of arts certificate or degree programs and, with few exceptions, offer no baccalaureate degrees.
- **Professional and Specialized Institutions** These institutions offer degrees ranging from the bachelor's to the doctorate. At least 50 percent of the degrees awarded by these institutions are in a single discipline.

## Notes on the Institutional Data

- **Trusts, Pooled Income Funds & Annuities** (column 17) The amount shown is the full face amount of the gift.
- **Other Property from Noncorporate Sources** (column 23) The amount shown is the appraised dollar value of gifts of securities, real property, and other personal property (works of art, antiques, etc.) made to the institution during the reporting year.
- **Endowment: Market Value** (column 27) When an institution leaves the Endowment field blank on their survey form, it is often impossible to determine whether they mean zero (0) or "not available." Even if the endowment figure for an institution is listed as zero (0), the institution may be endowed, but not have been able to report an endowment figure at the time of the survey.
- **Significance of Largest Gifts** (column 29 in the Higher Education listing, column 30 in the Private Elementary and Secondary School listing) Amount shown represents the sum of the twelve large gifts (the three largest gifts received from living individuals, through bequests, from corporations, and from foundations) as a percentage of total voluntary support received (column 1). Left blank if complete information is unavailable.

## Public Research/Doctoral

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT EXPENDITURES | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 (000) | 2 Unrestricted (000) | 3 Restricted (000) | 4 Property, Buildings, & Equipment (000) | 5 Endowment Income Unrestricted (000) | 6 Endowment Income Restricted (000) | 7 Loan Funds (000) | 8 Alumni (000) | 9 Parents (000) | 10 Others (000) | 11 Foundations (000) | 12 Corporations & Businesses (000) | 13 Religious Organizations (000) | 14 Others (000) |
| PUBLIC RESEARCH/DOCTORAL | | | | | | | | | | | | | | |

| PLANNED GIFTS | | | ALUMNI GIFTS | | | GIFTS OF PROPERTY | | | CORPORATION MATCHING GIFTS | | REAL ESTATES | | | | CODES AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bequests for | | | | | | | Other Property from | | | | | | | | |
| 15 Current Operations ($000) | 16 Capital Purposes ($000) | 17 Funds Pooled Income Funds Beneficiary ($000) | 18 Total No. of Alumni Donors | 19 Total No. of Alumni Solicited | 20 No. of Alumni Donors | 21 Company Products ($000) | 22 Corporations ($000) | 23 All Other Sources ($000) | 24 Number of Gifts Matched | 25 Amount of Corporate Support from Matching Gift Programs ($000) | 26 Educational & General Expenditures ($000) | 27 Endowment Market Value ($000) | 28 Enrollment | 29 % Change Gifts as Percent of Total Support (Percent) | |
| | | | | | | | | | | | | | | | PUBLIC RESEARCH DOCTORAL |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

## Public Research/Doctoral (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| | | | | | | | | | | | | | | |
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| PLANNED GIFTS | | | BEQUEST GIFTS | | | GIFTS OF PROPERTY | | | CORPORATION MATCHING GIFTS | | TOTAL STATISTICS | | | | STATE AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bequests for | | (c) Trusts, Pooled Income Funds, Annuity Funds (2005) | (a) Total No. of Bequests at Record | (b) Total No. of Bequests Executed | (c) No. of Bequest Estates | (d) Outright Property (2005) | Other Property from | | (f) Number of CMs Matched | (g) Amount of Corporate Support from Matching Gift Program (2005) | (h) Educational & General Expenditures (2005) | (i) Endowment Market Value (2005) | (j) Enrollment | (k) CASE Gifts as Percent of Total Support (Percent) | |
| (a) Current Operations (2005) | (b) Capital Purposes (2005) | | | | | | (e) Corporations (2005) | (f) All Other Sources (2005) | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | |

## Public Research/Doctoral (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
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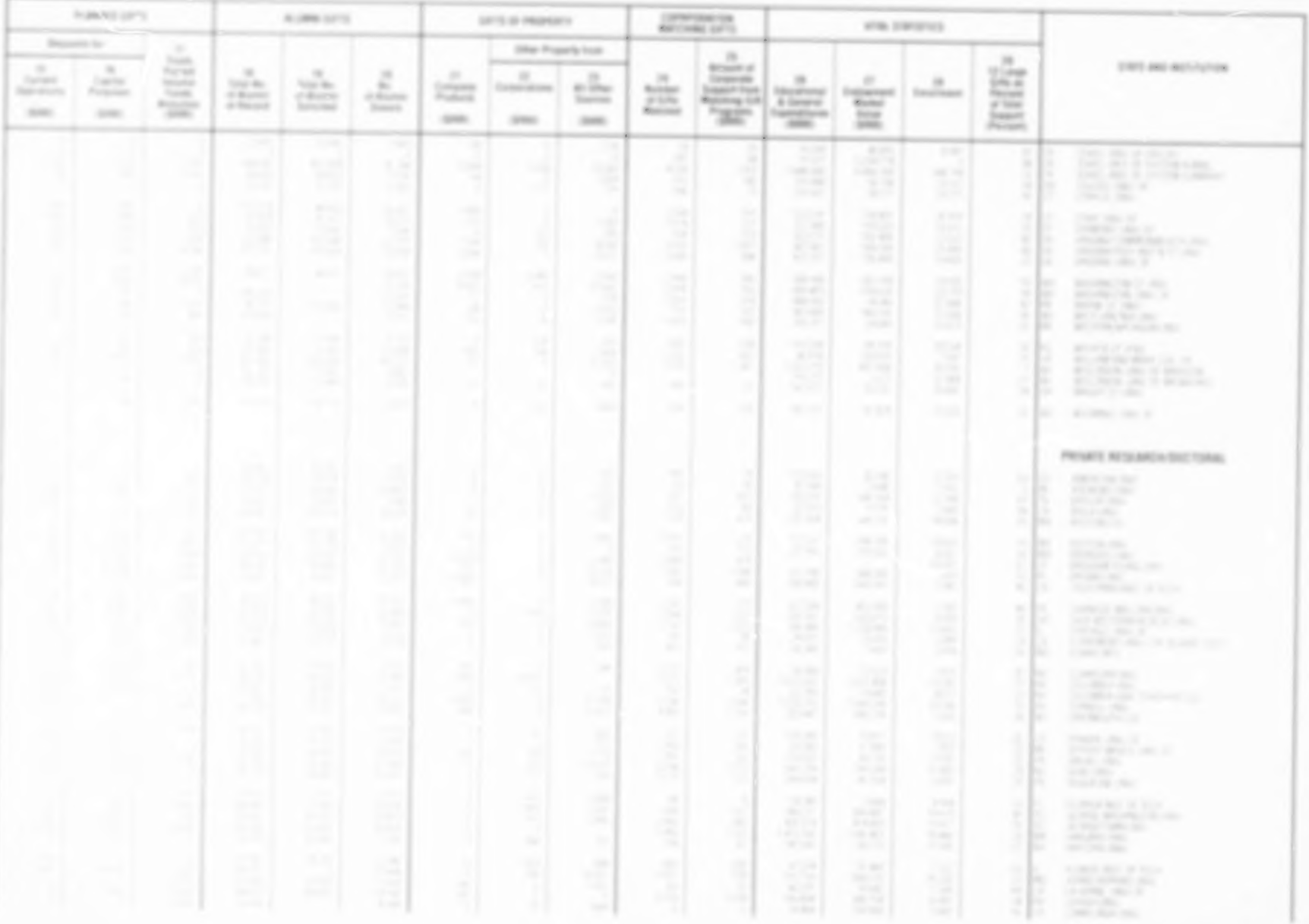



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## Private Research/Doctoral (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings, & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| PUBLIC INSTITUTIONS | | | | | | | | | | | | | | |

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## Public Masters (continued)

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## Public Masters (continued)

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**Private Masters**

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| PLANNING DATA | | | ELIGIBILITY DATA | | | DATA ON PROPERTY | | | CONFORMANCE AND FEASIBILITY DATA | | VOLUME STATISTICS | | | | OWNER AND NOTIFICATION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Prepared for | | (c) Public Purpose Served Under Public Resolution (yes/no) | (a) Total No. of Blocks in Parcel | (b) Total No. of Blocks Involved | (c) No. of Blocks Vacant | (d) Contains Federal (yes/no) | Other Property from | | (a) Number of Units Involved | (b) Amount of Unbuildable Support Area Requiring Off-Parcel Parking (Sq.Ft.) | (a) Displacement & Vacancy Considerations (yes/no) | (b) Displacement Modest Value (yes/no) | (c) Controversial | (d) % Large (Lifts, C Vacant & Total Support Persons) | |
| (a) Local Agency (yes/no) | (b) Public Purpose (yes/no) | | | | | | (c) Contains (yes/no) | (d) No Other Source (yes/no) | | | | | | | |
| | | | | | | | | | | | | | | | PRIVATE SECTORS |
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**Private Masters (continued)**

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**Private Masters (continued)**

| PLANNED GIFTS | | | ALUMNI GIFTS | | | GIFTS OF PROPERTY | | | CORPORATION MATCHING GIFTS | | FOUNDATIONS | | | | DONOR AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Bequests for | | (c) Trusts, Pooled Income Funds, Trusts, Annuities (#/$) | (a) Total No. of Alumni of Record | (b) Total No. of Alumni Donors | (c) % of Alumni Donors | (1) Computer Products (#/$) | Other Property from | | (a) Number of CMG Donors | (b) Amount of Corporate Support from Matching Gift Programs ($) | (a) Foundations & Trusts of Record (#/$) | (b) Foundation Grants Made (#/$) | (c) Coordinator | (d) % Latest Gifts in Percent of Total Support (Percent) | |
| (a) Current Operations (#/$) | (b) Capital Purposes (#/$) | | | | | | (2) Computer Products (#/$) | (3) All Other Sources (#/$) | | | | | | | |
| | | | | | | | | | | | | | | | |
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## Public Liberal Arts

| | | |

## Private Liberal Arts (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | a | b Unrestricted | c Restricted | d Buildings, Buildings & Equipment (BOBE) | e Endowment Income Unrestricted (EIU) | f Endowment Income Restricted (EIR) | g Loan Funds | h Alumni | i Parents | j Other | k Foundations | l Corporations & Businesses | m Religious Organizations | n Other |
| | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) | (data) |
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| | | | | | | | | | | | | | | | | | | | |

## Private Liberal Arts (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | FOUNDATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Funds Unrestricted ($000) | 6 Endowment Funds Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| | | | | | | | | | | | | | | |

## Private Liberal Arts (continued)

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

| FUNDED DATA | | | CLAIMS DATA | | | GIFTS OF PROPERTY | | | CORPORATION RECEIVING GIFTS | | KIND OF GIFT(S) | | | | STATE AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Requests for | | (c) Funds Raised Income Funds Received (000) | (a) Total No. of Records in Record | (b) Total No. of Records Scheduled | (c) No. of Records Shown | (d) Corporate Products (000) | Other Property from | | (e) Number of Gifts Received | (f) Amount of Corporate Support From Matching Gift Programs (000) | (g) Educational & General Expenditures (000) | (h) Endowment Market Value (000) | (i) Investment | (j) Largest Gifts as Percent of Total Support (Percent) | |
| (a) Current Operations (000) | (b) Capital Purposes (000) | | | | | | (c) Corporations (000) | (d) All Other Sources (000) | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | |
| | | | | | | | |

**Private Liberal Arts (continued)**

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 (000) | 2 Unrestricted (000) | 3 Restricted (000) | 4 Property, Buildings & Equipment (000) | 5 Endowment Income Unrestricted (000) | 6 Endowment Income Restricted (000) | 7 Loan Funds (000) | 8 Alumni (000) | 9 Parents (000) | 10 Others (000) | 11 Foundations (000) | 12 Corporations & Businesses (000) | 13 Religious Organizations (000) | 14 Others (000) |
| | | | | | | | | | | | | | | |



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| PLANNED GIFTS | | | CLOSING GIFTS | | | GIFTS OF PROPERTY | | | CORPORATION MATCHING GIFTS | | SOLICITATIONS | | | | STATE AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Requests for | | (7) Yearly Pledge Income Fund Received (\$000) | (8) Total No. of Records | (9) Total No. of Records Solicited | (10) No. of Records Secured | (11) Company Products (\$000) | Other Property from | | (14) Number of Corporate Support Fund Matching Gift Programs | (15) Amount of Corporate Support Fund Matching Gift Programs (\$000) | (16) Telephone & Direct-of-Corporations (\$000) | (17) Fundraising Market Value (\$000) | (18) Investment | (19) % Large Gifts as Percent of Total Support (Percent) | |
| (5) Current Operations (\$000) | (6) Capital Purposes (\$000) | | | | | | (12) Corporations (\$000) | (13) All Other Sources (\$000) | | | | | | | |
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## Private Liberal Arts (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | RECEIPTS | | | PLEDGES | | | |
| | 1<br>(000) | 2<br>Unrestricted<br>(000) | 3<br>Restricted<br>(000) | 4<br>Property, Buildings & Equipment<br>(000) | 5<br>Endowment Income Unrestricted<br>(000) | 6<br>Endowment Income Restricted<br>(000) | 7<br>Loan Funds<br>(000) | 8<br>Alumni<br>(000) | 9<br>Parents<br>(000) | 10<br>Others<br>(000) | 11<br>Foundations<br>(000) | 12<br>Corporations & Businesses<br>(000) | 13<br>Religious Organizations<br>(000) | 14<br>Others<br>(000) |
| PUBLIC SPECIALIZED | | | | | | | | | | | | | | |

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## Public Specialised (continued)

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**Private Specialized (continued)**

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| | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

| PLANNED GIFTS | | | BEQUEST GIFTS | | | GIFTS OF PROPERTY | | | CORPORATION MATCHING GIFTS | | KEY STATISTICS | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Amounts for | | | | | | | Other Property Gifts | | | | | | | | |
| (1) Current Operations ($'000) | (2) Capital Purposes ($'000) | (3) Trusts, Pooled Income Funds, Annuities ($'000) | (4) Total No. of Bequests Received | (5) Total $ Amount Received | (6) $ Amount Designated | (7) Cemetery Product ($'000) | (8) Corporations ($'000) | (9) All Other Sources ($'000) | (10) Number of Gifts Matched | (11) Amount of Corporate Support from Matching Gift Programs ($'000) | (12) Educational & General Expenditures ($'000) | (13) Endowment Market Value ($'000) | (14) Enrollment | (15) Change (Dec. or Incr.) Percent of Total Support (Percent) | CITY AND INSTITUTION |
| | | | | | | | | | | | | | | | |
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## Private Specialized (continued)

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| PUBLIC TAX FUND | | | | | | | | | | | | | | |
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THESE DATA NOT SUPPLIED BY MOST OF THESE COLLEGES



15

**Public Two-Year (continued)**

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| PRIVATE TWO-YEAR | | | | | | | | | | | | | | |

| | | |

## Private Two-Year (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | RECEIVABLE | | | RECEIVABLE | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
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## Independent Schools

| Institution | Total Support | Support for Current Operations | | Support for Capital Purposes | | | | Sources of Support | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | Individuals | | | Organizations | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| INDEPENDENT SCHOOLS | | | | | | | | | | | | | | |

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## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 (000) | 2 Unrestricted (000) | 3 Restricted (000) | 4 Property, Buildings & Equipment (000) | 5 Endowment Income Unrestricted (000) | 6 Endowment Income Restricted (000) | 7 Loan Funds (000) | 8 Alumni (000) | 9 Parents (000) | 10 Others (000) | 11 Foundations (000) | 12 Corporations, T & Businesses (000) | 13 Religious Organizations (000) | 14 Others (000) |
| | | | | | | | | | | | | | | |

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| | | | | | | | | | | | | | | | | | | | |

## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | A | B Unrestricted | C Restricted | D Property, Buildings & Equipment | E Endowment Income Unrestricted | F Endowment Income Restricted | G Loan Funds | H Alumni | I Parents | J Others | K Foundations | L Corporations & Businesses | M Religious Organizations | N Others |
| | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) | (000) |

| PLANNED GIFTS | | BEQUEST GIFTS | | | PARENT GIVING FOR CURRENT OPERATIONS | | | | CORPORATE MATCHING GIFTS | | ATAC STATISTICS | | | | | STATE AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11<br>Bequests<br>($000) | 12<br>Trusts, Pooled Income Funds, & Annuities ($000) | 13<br>Total No. of Bequests Received | 14<br>No. of Bequests Executed | 15<br>No. of Bequests Closed | 16<br>No. of Parents Solicited | 17<br>No. of Parent Donors | 18<br>Total Amount ($000) | 19<br>Appreciated Property (Life Trusts Remainder Interests ($000) | 24<br>Number of Gifts Matched | 25<br>Amount of Corporate Support from Matching Gift Programs ($000) | 26<br>Educational & Seminar Expenditures ($000) | 27<br>Endowment Market Value ($000) | 28<br>Investment | 29<br>Advancement Program Expenditures ($000) | 30<br>(1) Large Gifts as Percent of Total Support (Percent) | |
| | | | | | | | | | | | | | | | | |

## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| | | | | | | | | | | | | | | |

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## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 (000) | 2 Unrestricted (000) | 3 Restricted (000) | 4 Property, Buildings & Equipment (000) | 5 Endowment Income, Unrestricted (000) | 6 Endowment Income, Restricted (000) | 7 Loan Funds (000) | 8 Alumni (000) | 9 Parents (000) | 10 Others (000) | 11 Foundations (000) | 12 Corporations & Businesses (000) | 13 Religious Organizations (000) | 14 Others (000) |
| | | | | | | | | | | | | | | |

| PLANNED GIFTS | | ALUMNI GIFTS | | | PARENT GIVING FOR CURRENT OPERATIONS | | | | CORPORATE MATCHING GIFTS | | TOTAL STATISTICS | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11<br>Bequests<br>(CASH) | 12<br>Trusts, Pooled Income Funds & Annuities (CASH) | 13<br>Total No. of Alumni of Record | 14<br>No. of Alumni Giv... Yet | 15<br>No. of Alumni Donors | 16<br>No. of Parents Solicited | 17<br>No. of Parent Donors | 18<br>Total Amount<br>(CASH) | 19<br>Appreciated Property (Of Total, Recommended Donors)<br>(CASH) | 20<br>Number of Gifts Received | 21<br>Amount of Corporate Support from Matching Gift Programs<br>(CASH) | 22<br>Educational & General Expenditures<br>(CASH) | 23<br>Endowment Market Value<br>(CASH) | 24<br>Enrollment | 25<br>Alumni-paid Program Expenditures<br>(CASH) | 26<br>% Large Gifts As Percent of Total Dollars Percent | CSFS AND INSTITUTION |
| | | | | | | | | | | | | | | | | | |
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## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 (000) | 2 Unrestricted (000) | 3 Restricted (000) | 4 Property, Buildings & Equipment (000) | 5 Endowment Income Unrestricted (000) | 6 Endowment Income Restricted (000) | 7 Loan Funds (000) | 8 Alumni (000) | 9 Parents (000) | 10 Other (000) | 11 Foundations (000) | 12 Corporations & Businesses (000) | 13 Religious Organizations (000) | 14 Others (000) |
| | | | | | | | | | | | | | | |

| FUNDS (1/7) | | ALUMNI (2/7) | | | PARENT GIVING FOR CURRENT OPERATIONS | | | CORPORATE MATCHING GIFTS | | IN-KIND CONTRIBUTIONS | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11<br>Bequests<br>($000) | 12<br>Trusts Passed, Income Yields, & Annuities ($000) | 17<br>Total No. of Alumni of Record | 18<br>No. of Alumni Solicited | 19<br>No. of Alumni Donors | 20<br>No. of Parents Solicited | 21<br>No. of Parent Donors | 22<br>Total Amount ($000) | 23<br>Aggregated Ongoing Gift Instrument Sources ($000) | 24<br>Number of Gifts Matched | 25<br>Amount of Corporate Support from Matching Gift Programs ($000) | 26<br>Value/Time & General Expenditures ($000) | 27<br>Endowment Market Value ($000) | 28<br>Investment | 29<br>Alumni/ae Program Expenditures ($000) | 30<br>12 Large Gifts as Percent of Total Support (Percent) | CITY, AND INSTITUTION |
| | | | | | | | | | | | | | | | | |
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## Independent Schools (continued)

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment income Unrestricted ($000) | 6 Endowment income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| | | | | | | | | | | | | | | |

| PLANNED GIFTS | | ALUMNI GIFTS | | | PARENT GIVING FOR CURRENT OPERATIONS | | | | CORPORATE MATCHING GIFTS | | ATHLETICS | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1)<br>Bequests<br><br>($000) | 2)<br>Trusts, Pooled Income Funds & Annuities ($000) | 11)<br>Unit No. of Alumni of Record | 12)<br>No. of Alumni Donors | 13)<br>No. of Alumni Donors | 14)<br>No. of Parents Solicited | 15)<br>No. of Parents Donors | 16)<br>Total $Donor<br><br>($000) | 17)<br>Appreciated Property Gift from Nonalumni/ae Donors ($000) | 18)<br>Number of Gifts Matched | 19)<br>Amount of Corporate Support from Matching Gift Programs ($000) | 20)<br>Educational & Grants-in-Aid Expenditures<br><br>($000) | 21)<br>Endowment Market Value<br><br>($000) | 22)<br>Enrollment | 23)<br>Advancement Program Expenditures<br><br>($000) | 24)<br>% Comp. Gifts as Percent of Total Support (Percent) | 25)<br>UNIT AND INSTITUTION |
| | | | | | | | | | | | | | | | | |
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| | | | | | | | | | | | | | | | |

## Seventh-Day Adventist Schools

| INSTITUTION | TOTAL SUPPORT | SUPPORT FOR CURRENT OPERATIONS | | SUPPORT FOR CAPITAL PURPOSES | | | | SOURCES OF SUPPORT | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | INDIVIDUALS | | | ORGANIZATIONS | | | |
| | 1 ($000) | 2 Unrestricted ($000) | 3 Restricted ($000) | 4 Property, Buildings & Equipment ($000) | 5 Endowment Income Unrestricted ($000) | 6 Endowment Income Restricted ($000) | 7 Loan Funds ($000) | 8 Alumni ($000) | 9 Parents ($000) | 10 Others ($000) | 11 Foundations ($000) | 12 Corporations & Businesses ($000) | 13 Religious Organizations ($000) | 14 Others ($000) |
| SEVENTH-DAY ADVENTIST SCHOOLS | | | | | | | | | | | | | | |

| PLANNED GIFTS | | ALUMNI GIFTS | | | PARENT GIVING FOR CURRENT OPERATIONS | | | | CORPORATE MATCHING GIFTS | | VITAL STATISTICS | | | | | | DATA AND INSTITUTION |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 17<br>Bequests<br>(1000) | 18<br>Trusts, Pooled Income Funds, & Annuities<br>(1000) | 17<br>Total No. of Alumni of Record | 18<br>No. of Alumni Solicited | 19<br>No. of Alumni Donors | 20<br>No. of Parents Solicited | 21<br>No. of Parent Donors | 22<br>Total Amount<br>(1000) | 23<br>Appreciated Property Gift Hold Recommendation Sources<br>(1000) | 24<br>Number of Gifts Matched | 25<br>Amount of Corporate Support from Matching Gift Programs<br>(1000) | 26<br>Educational & General Expenditures<br>(1000) | 27<br>Endowment Market Value<br>(1000) | 28<br>Enrollment | 29<br>Advancement Program Expenditures<br>(1000) | 30<br>12 Large Gifts as Percent of Total Support<br>(Percent) | | |
| | | | | | | | | | | | | | | | | | SEVENTH DAY ADVENTIST SCHOOLS |
| | | | | | | | | | | | | | | | | | |
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Page "ER" is from Table 19, page 12, in the Methodology section. All other page numbers refer to the Data Pages.

# Higher Education Index


| INSTITUTION (STATE) | TYPE | PAGE |
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Page "59" refers to Table IX, page 12, in the Methodology section. All other page numbers refer to the Data Pages.

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| INSTITUTION (STATE) | TYPE | PAGE |
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Page "SF" refers to Table D, page 12, in the Methodology section. All other page numbers refer to the Data Pages.

# Private Elementary and Secondary School Index


| INSTITUTION (STATE) | TYPE | PAGE |
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Page "SF" refers to Table S1, page 12, in the Methodology section. All other page numbers refer to the Data Pages.

| INSTITUTION (STATE) | TYPE | PAGE |
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## Related Publications

*Voluntary Support of Education*
[illegible] available at $35 each prepaid. Call for availability.

*Trends in Voluntary Support*
This presentation kit on educational philanthropy includes more than forty annotated, presentation-quality graphs depicting long-term trends in the evolution of voluntary support. It is designed to put a national context around an institution's own fundraising trends. The graphs are easily photocopied onto transparencies. The 1995 edition, displaying giving trends through 1994, is available through summer 1996; the 1996 edition, updated through 1995, will be available in September 1996. $20 prepaid for copying, shipping and handling. This publication (in Acrobat format) can be retrieved for free from the Council for Aid to Education's Web site at http://www.cae.org.

## Custom Report Service

*Voluntary Support Profiles*
Using data from the annual Voluntary Support of Education survey, the Council for Aid to Education can provide an institution with presentation-quality graphs and tables that explore its fundraising performance in great detail over the last ten years (five years for private elementary-secondary schools) and in relation to the aggregate results of a set of self-selected comparison institutions. A Profile includes over 20 tables and 30 graphs, plus *Trends in Voluntary Support* (see above). Contact David Morgan, Vice President for Research, for more information [illegible] $400 (higher education institutions), $350 (private elementary/secondary schools).

Mail orders to: Council for Aid to Education
342 Madison Avenue, Suite 1532
New York, NY 10173

CAE

Council for Aid to Education

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# Voluntary Support of Education 1995

## Cooperating Organizations

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